



GENERAL ELECTRIC
Refrigerator

AD 25
Retail Salesman's Handbook

on

GENERAL ELECTRIC

Refrigerators



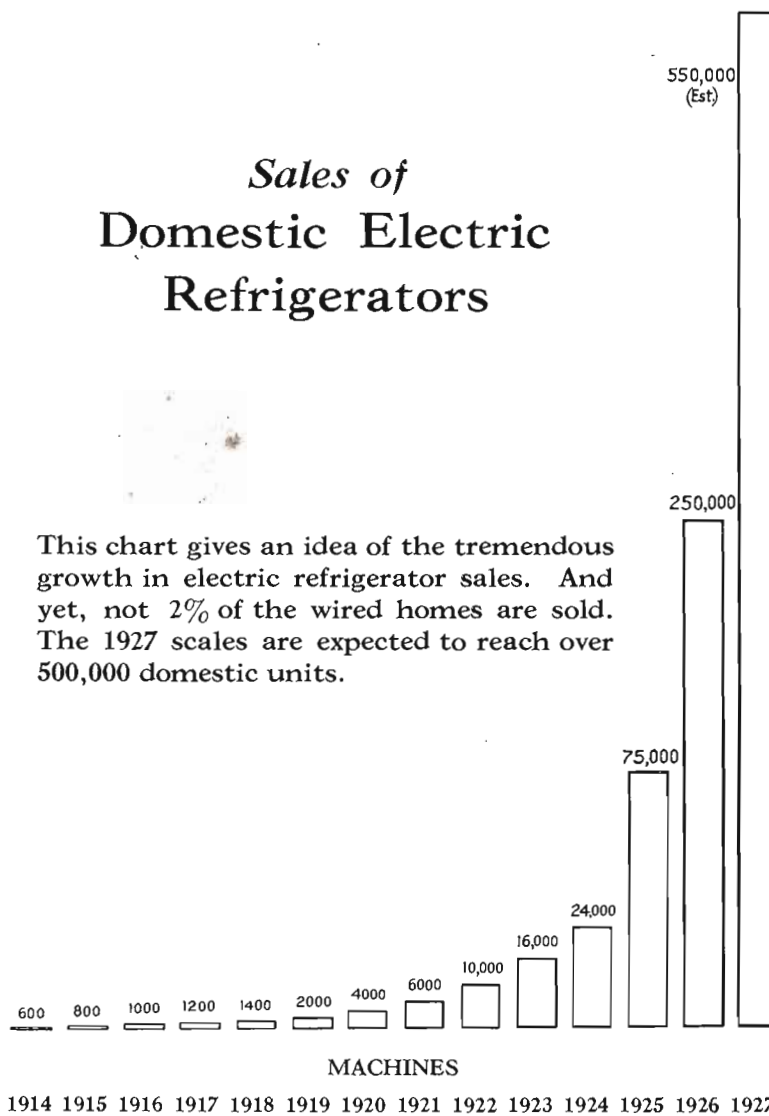
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Sales of Domestic Electric Refrigerators

This chart gives an idea of the tremendous growth in electric refrigerator sales. And yet, not 2% of the wired homes are sold. The 1927 sales are expected to reach over 500,000 domestic units.



Introductory

This manual has been written for the retail salesman of "General Electric" Refrigerators. It will be corrected from time to time as we receive comments and suggestions.

Electric refrigeration has now proved itself possessed of such merit when compared with other forms of refrigeration, that it should never be necessary to indulge in exaggeration when singing its praise, or of stretching the truth when making comparisons with other methods.

When a customer buys a "General Electric" Refrigerator, he pays not only for the refrigerator, but also for its satisfactory operation. The importance of prompt and courteous attention cannot be over emphasized. A satisfied customer is our best advertisement, and his enthusiastic comments to his friends may mean many future sales.

Over 2,000,000 people buy automobiles every year. Even the Ford costs more than a "General Electric." Nearly a million people buy washing machines yearly, and over a million buy vacuum cleaners. These articles cost money and yet the partial payment plan has placed them within reach of all. It is quite true that the wealthier classes are buying electric refrigerators today—but tomorrow will see the other classes owning them. Electric refrigeration is for all, but the unfortunate poor.

The American public is used to many essentials to good living conditions that are considered luxuries in foreign countries. Nowhere else in the world is the telephone so universally used. No other country appreciates the value of "things electrical" like we do. The appetite of the American public for things to make better living is insatiable.

Prospects should be selected carefully, but no family with a fair income should be overlooked. Prospects are everywhere—in your family, your neighborhood, your city.

Remember that you are the guardian of the good will of your company, and of the "General Electric." The latter is made by the largest electrical manufacturing organization in the world, and this fact alone will open many doors to you.

Sell *utility* and *pride of ownership*—not technical details. If you are familiar with the selling of vacuum cleaners and washing machines you know that much time is wasted on unimportant details. Time is spent by the vacuum cleaner salesman stressing the relative merits of high suction and less beating versus low suction and more beating. The washing machine men often argue earnestly and sincerely about washing by tumbling the clothes or by paddling or by some other method. As a matter of fact the customer is not so interested in the methods as she is in the results accomplished.

It is the same with electric refrigerators. If you waste time talking about the technical details, you will defeat your purpose.

Sell Utility and Pride of Ownership

Most of the electric refrigerators on the market have merit. Each has its good points. Do not knock other machines or the ice man, for you will weaken your story.

INTRODUCTORY—Continued

The "General Electric" Refrigerator is the ultimate of electric refrigeration. We believe this sincerely or we would not sell it and endorse it. You should believe it, too, before you sell your first machine.

Study the text of this book. Make sure that each point is clear. Prepare your story before you call on your first prospective customer. The ideas given are the results of years of experience and have proven successful. This book will help you, but it cannot sell for you. You must develop resourcefulness, energy and enthusiasm.

The insatiable desire of the American public for better living conditions, better housekeeping methods, for progress, for improvement, provides a wonderful opportunity for the retail salesman of electric refrigerators. The same standards of living which demand the radio, the fine automobile, the telephone, the Mazda inside frosted bulb, the vacuum cleaner, the Majestic ocean liner, and the Twentieth Century Limited, are behind the demand for electric refrigeration. We live in the period of the world's greatest progress in the science of good living. We regard electrical appliances, telephones, and fast trains as essentials of life. Yet, not so long ago, this wealthiest people were denied these advantages.

Electric refrigeration will grow into popular favor in one-half the time it took for vacuum cleaners and automobiles. Like the radio, it will become a household need in a very few years.

The market for electric refrigerators is a broad one. It has been estimated (McGraw-Hill) that 600,000 domestic refrigerators were sold in 1927—over twice times as many as were sold in 1926. The market is tremendous. When you consider that only about 390,000 homes out of the 15,923,000 homes that are wired have electric refrigerators, the possibilities can be realized. Of course, not every wired home is a prospect, but statistics show that 6,243,495 are immediate prospects.

General Electric Company's Position in the Field

For some fifty years there has been a realization of the benefits of electric refrigeration. Its use, however, had been confined to commercial installations up to a few years ago.

Fifteen years ago the engineers of the General Electric Company determined to develop a product that would give perfect refrigeration for the home and be of a quality high enough to bear the General Electric name.

The easiest type of machine to develop for domestic use would, no doubt, have been one patterned after the conventional type of commercial electric refrigerator.

But the General Electric engineers realized that development was not enough to meet their understanding of General Electric standards of household equipment.

Any kind of machine that needs attention placed in a home is neglected. Experience has shown that to be true. A machine that needs the care of a servant is automatically in a bad position. It would not be fair to place on the housewife the burden of remembering any duties necessary to keep her electric refrigerator running properly.

INTRODUCTORY—Continued

It can easily be seen that the ideal type of household electric refrigerator is one that is installed and forgotten. The only realization of its presence should come in the freedom, the pleasure, and the safety that it brings to the home.

Fifteen years ago the General Electric engineers set themselves to the task of producing such a unit. Over a quarter of a century ago a French Monk, the Abbe Audiffren, designed a hermetically sealed refrigerating machine. Many of these machines are running in France after twenty-five years of service, never having been refilled with oil or gas.

The General Electric Company undertook the development of this type of machine fifteen years ago at their Fort Wayne plant. Some of these first machines are still operating. Our engineers have seen some that have been running over twelve years without being refilled. Thus it might be said that the General Electric Company has been building the *ultimate* in refrigeration for over a dozen years.

The original Audiffren machine had certain external bearings that had to be re-oiled. The General Electric engineers therefore decided that that disadvantage should be overcome, and that the General Electric unit when presented, should embody all the features that made this type the most desirable, but would eliminate anything that would require attention.

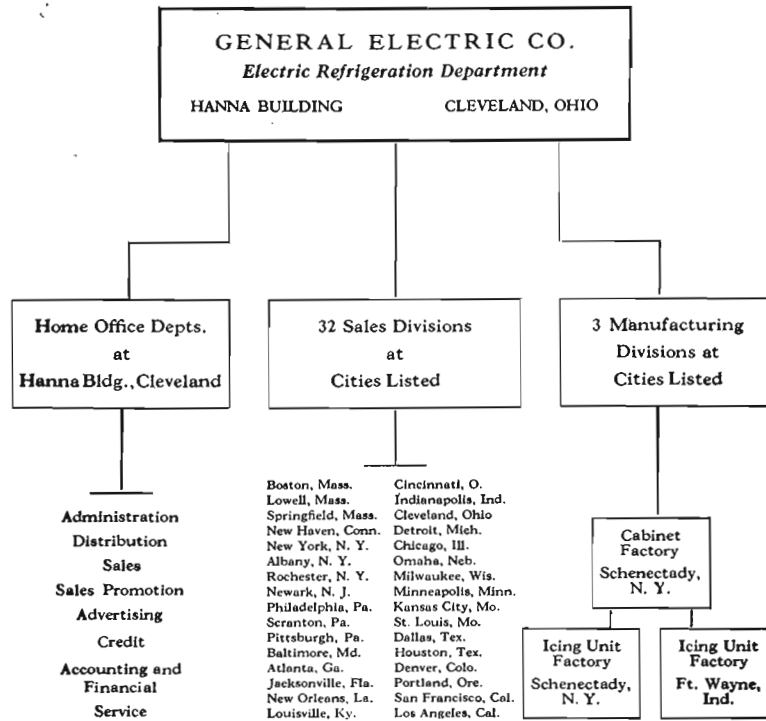
A realization of the enormous facilities and the scope of the General Electric Company at hand for their engineers will give some weight to their conclusions in adopting this type of machine.

The Organization of the Electric Refrigeration Department

On January 1st, 1927, the General Electric Company established a separate department for its electric refrigeration business. This organization was called The Electric Refrigeration Department of General Electric Company.

Two manufacturing plants have been established, one at Schenectady, New York, and the other at Ft. Wayne, Indiana. Both are now in production.

Resident district representatives have been located in the 32 principal sales centers of the country, and all electric refrigerator business will be handled through them, rather than through the General Electric Company district offices.



Some idea of the completeness of the Electric Refrigeration Department's organization may be gained from the above chart. The dealer has the knowledge, that in dealing with this large and complete department, he has the same close and personal association that he would gain through dealing with a smaller company, with the further advantage of large organization and greater research and engineering service. We have individuality plus organization. This is made possible by 32 separate sales districts.

Back of each "General Electric" icing unit stands the tremendous resources of the General Electric Company—the largest electrical manufacturing organization in the world.

The dealer is assured of steady, accurate production. And the customer is assured of complete satisfaction. The "General Electric" can never become an orphan.

General Electric is a name known in every hamlet and in every metropolis. It is a name that stands for quality in everything electrical from a fan to a giant turbine. It is a name that sells electric refrigerators.

For a quarter of a century the G-E monogram has been on the apparatus developed to make electricity and turn it into useful light, heat and power. NOW, this same monogram is placed on a product to make cold.

The research and manufacturing faculties of the Schenectady and Ft. Wayne plants of this General Electric Co. have combined to build the finest electric refrigerator that it is possible to make with human hands.

Nothing has been spared to perfect it. It is built to give years of satisfactory refrigeration without attention.

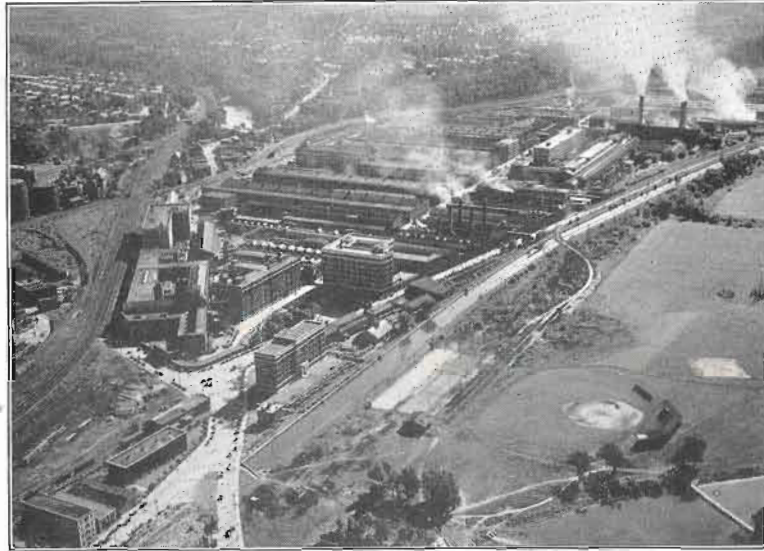
"Build us an electric refrigerator which will operate for years without attention. Make it spacious, sanitary and economical—eliminate all need of adjustment and oiling. Design it for the home and manufacture it with care."

This was the demand made upon G-E.

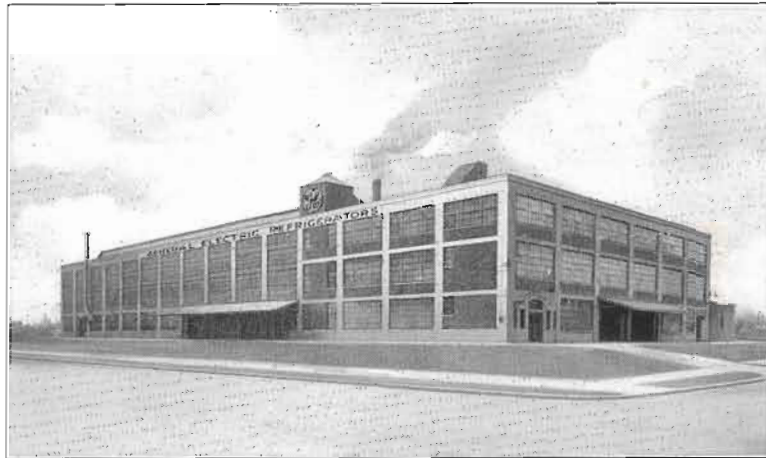
It is done! the "General Electric" Refrigerator meets the specifications. Skilled engineering, exhaustive tests, and advanced design have combined to produce a refrigerator which supplies the demand for reliable, long-lived application of electricity to domestic food preservation.

It is in fact a new conception of convenience and economy in the home.

Where the "General Electric" Refrigerators are made



Schenectady Works



The Ft. Wayne Refrigerator Plant of the General Electric Co.



Volumetric Tests on the DR2—Schenectady Works



Machine Shop for the DR2—Schenectady Works

The Product

(a) The Icing Unit

Two domestic refrigerating units for the "General Electric" Refrigerator are being made, at the present time, at two separate General Electric factories—Schenectady, N. Y., and Fort Wayne, Ind.

DR-2. This unit is made in Schenectady. It is equipped with a $\frac{1}{8}$ horse power motor, and is used in the 3, 5 and 7 cubic foot boxes.

DR-3. This unit is made in Fort Wayne. It has a $\frac{1}{6}$ horse power motor, and is used in the 9, 12 and 16 cubic foot boxes.

(b) The "General Electric" Refrigerator

Ten domestic refrigerator models are available—a type for every purpose. The boxes are made by Bohn, Secger, Heintz, The Harder Co., Edison Electric Appliance Co., Puffer-Hubbard, Erie Art Metal Co., and by ourselves at Schenectady. These are made to our specifications, and are rigidly inspected. The prices, of course, are dependent on the quality.

The "General Electric" Refrigerator represents a departure in domestic refrigerator design. Its motor and pump are hermetically sealed with the refrigerant and oil in a pressed steel case. It is mounted on top of the cabinet where the cooling by natural air circulation eliminates the necessity for artificial ventilation. *The heat from the compressor flows upward—away from the cabinet.*

The housewife never has to oil any of the mechanism, which is entirely automatic. There is no complicated installation with the "General Electric" Refrigerator; the "power plant" aspect of the unit is practically eliminated.

The control panel contains thermostatic control, with electric starting and stopping devices. It can be very quickly serviced.

If the G. E. unit is damaged, it is a matter of a few moments to remove it and replace another, *thus preventing any inconvenience to the housewife.*

It is the simplest, most compact and least mechanical motor-driven refrigerating unit on the market. It stays sold. Each one is guaranteed by General Electric.

The "General Electric" Refrigerator is only sold complete, at the present time. It can be had in 3, 5, 7, 9, 12 and 16 cubic feet models. From these six sizes, ten different styles have been developed. The illustrations with descriptive data follow.

(c) Outstanding Features of the "General Electric" Refrigerator

The combination of the G. E. icing unit with the finest cabinets obtainable brings the following advantages.

These points are stressed in our national advertising:

1. SIMPLIFIED—no pipes, no drains, no attachments. Portable—install anywhere. Just plug in nearest outlet and it starts.
2. NO SERVICING—never needs oiling or attention. All moving parts are enclosed in an hermetically sealed housing.
3. ECONOMICAL—uses 20% less current, keeps most uniform temperature, and has longer life.
4. QUIET—unusually so.

THE PRODUCT—Continued

5. CLEAN—the circulation of air through the coils drives dust away from the top of the refrigerator.
IT IS GUARANTEED BY GENERAL ELECTRIC.
Other advantages are:
6. Self contained and completely enclosed, with no external moving parts.
7. Requires no special location.
8. Longer life.

(d) Advantages of Icing Unit Design

When a prospect buys an electric refrigerator he does it for two reasons: *utility*, or service rendered, and personal satisfaction or *pride of ownership*. The combination of the General Electric unit in the "General Electric" Refrigerator gives this perfect satisfaction. Do *not* attempt to sell by technical details. The customer is interested mainly in the advantages received. The benefits of the "General Electric" will be easy for him to realize, when you tell him:

- (1) What an ideal electric refrigerator should do.
- (2) How the design of the "General Electric" meets the requirements.
- (3) How the General Electric Company is the organization he would expect to develop the ultimate in electric refrigeration.

We have shown in a previous section, that any kind of a machine that needs attention, in a home, is neglected. The very fact that it may require oiling only a few times a year, makes this more true, because in the great lapse of time this necessary attention will be overlooked.

The ideal household refrigerator is one that is installed and forgotten. The only knowledge of its presence should come from the freedom, the *pleasure*, and the *safety* that it brings to the home. The "General Electric" is the realization of this ideal. The two points following, give the radical differences of General Electric Design.

1. *The location of the unit.*
 - a. Greater operating efficiency, because heat rises into the air, instead of into the box.
 - b. Cleaner, because no dust or dirt can collect on unit.
2. *The unit type construction*
 - a. Quieter operation, for the moving parts are completely enclosed.
 - b. Simpler, for there are no belts, stuffing boxes, flywheels or external moving parts.
 - c. No valves and no piping.
 - d. Hermetically sealed, consequently refrigerant cannot escape and moisture cannot enter. No dust or dirt can reach the motor.
 - e. Safer, owing to complete enclosure of moving parts.
 - f. Complete unit can quickly be replaced if damaged.
 - g. Forced lubrication assures eternal oil supply to moving parts.

THE PRODUCT—Continued

(e) Cabinet Data

The *insulation* of the boxes is two inches thick in the five and nine cubic feet sizes; two and one-half inches thick in the twelve cubic foot box, and three inches thick in the seven and sixteen cubic feet boxes. The reason the seven cubic foot box has more insulation than the nine foot is due to the fact that the former has a $\frac{1}{8}$ horse power motor in the G. E. icing unit, and the latter has a $\frac{1}{6}$ horse power motor. The insulation prevents overwork.

The hardware is heavily nickled brass.

The linings are vitreous porcelain, fused on, with the exception of the S-32 and S-52 model, which are enamel.

Importance of Proper Cabinet Construction

Refrigeration is the art of removing heat from a confined space or cabinet, in order to lower its temperature, and to maintain it below that of the surrounding atmosphere.

The cabinet around the space to be covered must be of a material that resists the flow of heat into the cabinet. The material used for this purpose is called the insulation.

Any substance that contains many microscopic air spaces is a good insulator. Pure corkboard is a substance of this structure, and is considered the best for the purpose.

The part played by cabinet construction in electric refrigeration performance cannot be too strongly emphasized. It has been proved that over eighty per cent. (80%) of the heat loss in the ordinary refrigerator is through the insulation and not through the open doors as is generally believed.

Experience has shown that the ordinary refrigerator designed for ice is not satisfactory for the lower temperatures secured with electric refrigeration. This is particularly true after the cabinet has been used for ice. (The general experience of the industry proves this conclusively.)

The General Electric Company has assured perfect refrigeration by combining the General Electric icing unit with specially designed cabinets. These cabinets are built under the rigid General Electric requirements, and offer not only beauty of design and finish, but also efficient operation and long life.

(f) Ice Cube Data

The "General Electric" furnishes an ample supply of pure ice for table use. This is frozen in the trays in the freezing chamber. The models equipped with the DR-2 unit have two trays—one double depth. In the DR-2 we have twenty-eight single and twenty-eight double sized cubes, or a total of nearly seven pounds of ice. The DR-3 unit furnishes exactly double this quantity.

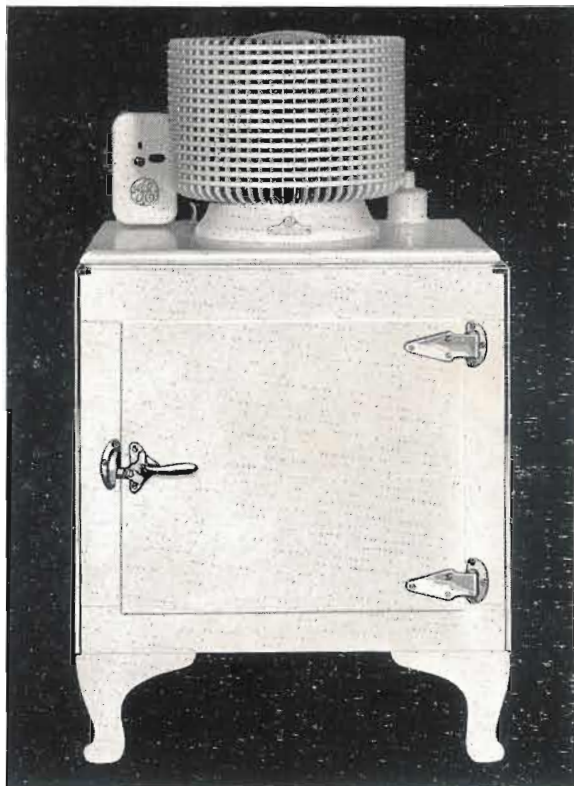
For quick freezing the lower tray can be frozen in from two to three hours. The normal freezing time of the entire chamber is about ten hours when the trays are interchanged. The smaller tray should be frozen first by placing it *below* the larger one—then the trays should be interchanged. The quick freezing feature is an advantage whenever an extra large amount of ice is to be used, such as at a party.

THE PRODUCT—Continued



Model S-32

THE PRODUCT—Continued



Model S-32

Model S-32

Food storage capacity $2\frac{1}{2}$ cu. ft.

Food shelf area $5\frac{1}{2}$ sq. ft.

Number of trays—2.

Ice making—56 cubes—approximately 7 lbs.

Exterior dimensions — height over all 40" (without legs) — width over hardware 27" — depth $20\frac{1}{4}$ ".

Cabinet—White Enamel interior, lacquer exterior finish on steel.

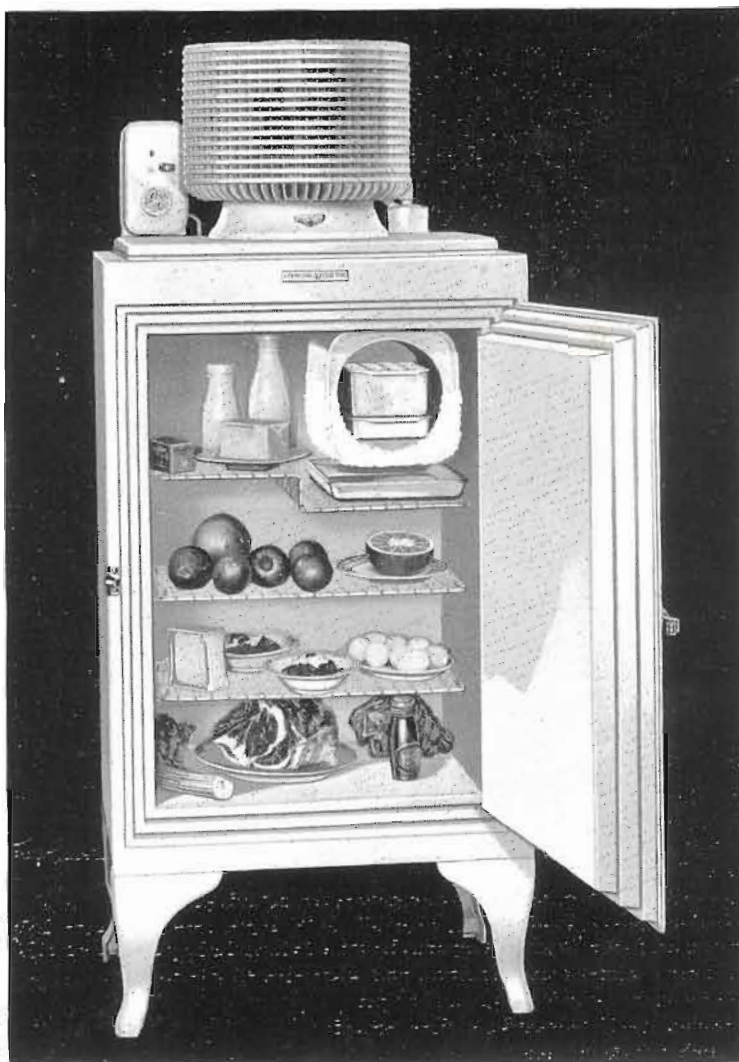
Insulation— $1\frac{1}{2}$ " sheet corkboard.

Number of doors—One.

Base construction—detachable legs which may be had either 6" high or $11\frac{3}{8}$ ".

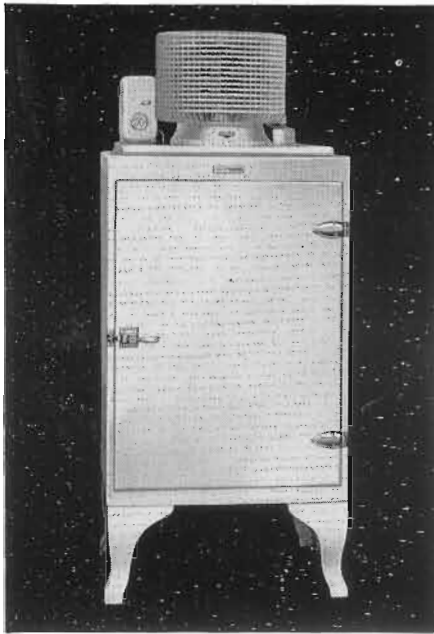
Either the 6" or $11\frac{3}{8}$ " sets of lacquered legs will be furnished as an accessory at an additional cost of \$2.50 per set, if specified on your order.

THE PRODUCT—Continued



Model S-52

THE PRODUCT—Continued



Model S-52

Model S-52

Food storage capacity— $5\frac{1}{2}$ cu. ft.

Food shelf area—9 sq. ft.

Number of trays—one small, for making ice cubes; one large, for making cubes or frozen desserts.

Ice making—56 cubes—approximately seven pounds of ice.

Exterior dimensions—Height over all, 57"; width over hardware, $28\frac{1}{2}$ "; depth over hardware, $25\frac{1}{4}$ ". (Legs may be removed and the height reduced $11\frac{1}{4}$ ".)

Cabinet—white lacquer exterior, and white enamel interior.

Trim—none, rounded edges and corners.

Insulation—3" balsam wood fibre (sealed).

Number of doors—one.

Base construction—detachable legs.

Inside dimensions—33" high; 22" wide; $15\frac{1}{2}$ " deep.

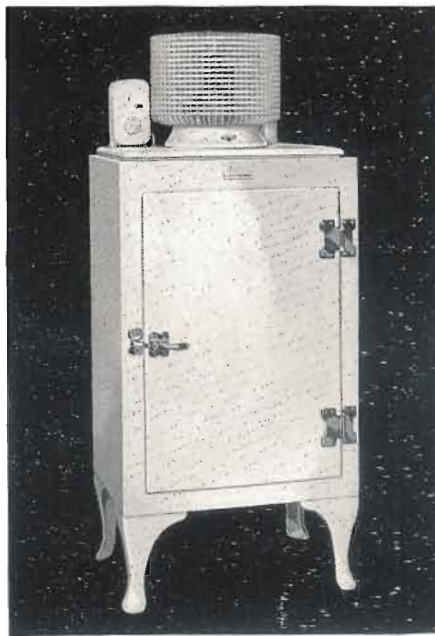
Height of bottom food compartment above floor—15".

THE PRODUCT—Continued



Model R-52

THE PRODUCT—Continued



Model R-52

Model R-52

Food storage capacity— $5\frac{1}{2}$ cu. ft.

Food shelf area—9 sq. ft.

Number of trays—one small, for making ice cubes; one large, for making cubes or frozen desserts.

Ice making—56 cubes—approximately seven pounds of ice.

Exterior dimensions—height over all, 67"; width over hardware, $28\frac{1}{2}$ "; depth over hardware, $25\frac{1}{4}$ ". (Legs may be removed and the height reduced $11\frac{1}{4}$ ".)

Cabinet—White lacquer exterior, and white porcelain interior.

Trim—none, rounded edges and corners.

Insulation— $2\frac{1}{2}$ " granulated cork, sealed; $\frac{1}{2}$ " Celotex; $\frac{1}{2}$ " air space.

Number of doors—one.

Base construction—detachable legs.

Inside dimensions— $33\frac{3}{8}$ " high; 21" wide; 16" deep.

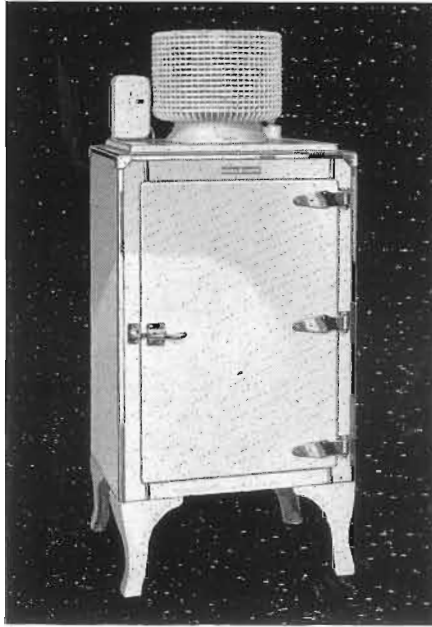
Height of bottom food compartment above floor—15".

THE PRODUCT—Continued



Model P-52

THE PRODUCT—Continued



Model P-52

Model P-52

Food storage capacity— $5\frac{1}{2}$ cu. ft.

Food shelf area—9 sq. ft.

Number of trays—one small, for making ice cubes; one large, for making cubes or frozen desserts.

Ice making—56 cubes—approximately seven pounds of ice.

Exterior dimensions—height over all, 67"; width over hardware, $28\frac{1}{2}$ "; depth over hardware, $25\frac{1}{4}$ ". (Legs may be removed and the height reduced $11\frac{1}{4}$ ".)

Cabinet—white porcelain, exterior and interior.

Trim—polished metal.

Insulation—2" sheet corkboard (enclosed in wallboard casing).

Number of doors—one.

Base construction—detachable legs.

Inside dimensions— $33\frac{3}{8}$ " high; 22" wide; $15\frac{1}{2}$ " deep.

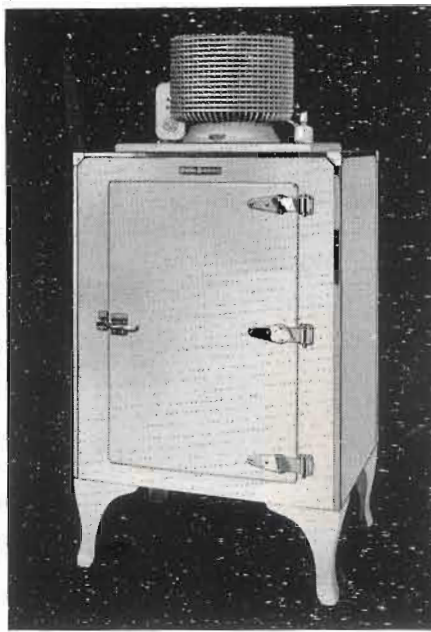
Height of bottom food compartment above floor, 15".

THE PRODUCT--*Continued*



Model R-72

THE PRODUCT—Continued



Model R-72

Model R-72

Food storage capacity— $7\frac{1}{2}$ cu. ft.

Food shelf area—12 sq. ft.

Number of trays—one small, for making ice cubes; one large, for making cubes or frozen desserts.

Ice making—56 cubes—approximately seven pounds of ice.

Exterior dimensions—height over all, $66\frac{3}{4}$ "; width over hardware, $33\frac{3}{4}$ "; depth over hardware, 28". (Legs may be removed, and the height reduced $11\frac{1}{2}$ ".)

Cabinet—white lacquer exterior, and white porcelain interior.

Trim—none.

Insulation—3" granulated corkboard; $\frac{1}{2}$ " Celotex; $\frac{1}{2}$ " air space.

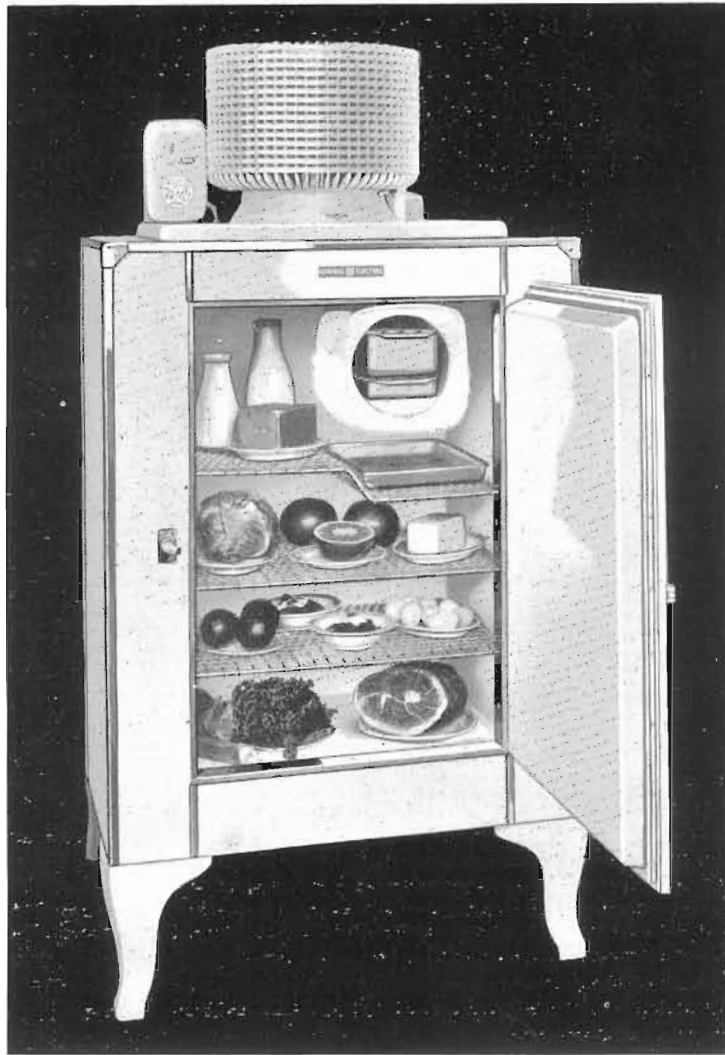
Number of doors—one.

Base construction—detachable legs.

Inside dimensions— $33\frac{1}{2}$ " high; 25" wide; $18\frac{3}{8}$ " deep.

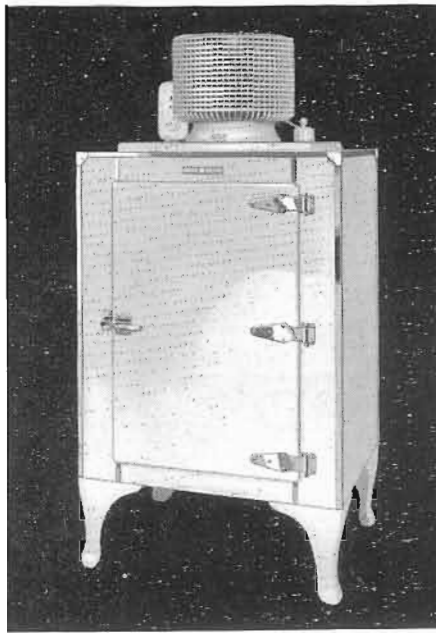
Height of bottom food compartment above floor, 15".

THE PRODUCT—*Continued*



Model P-72

THE PRODUCT—Continued

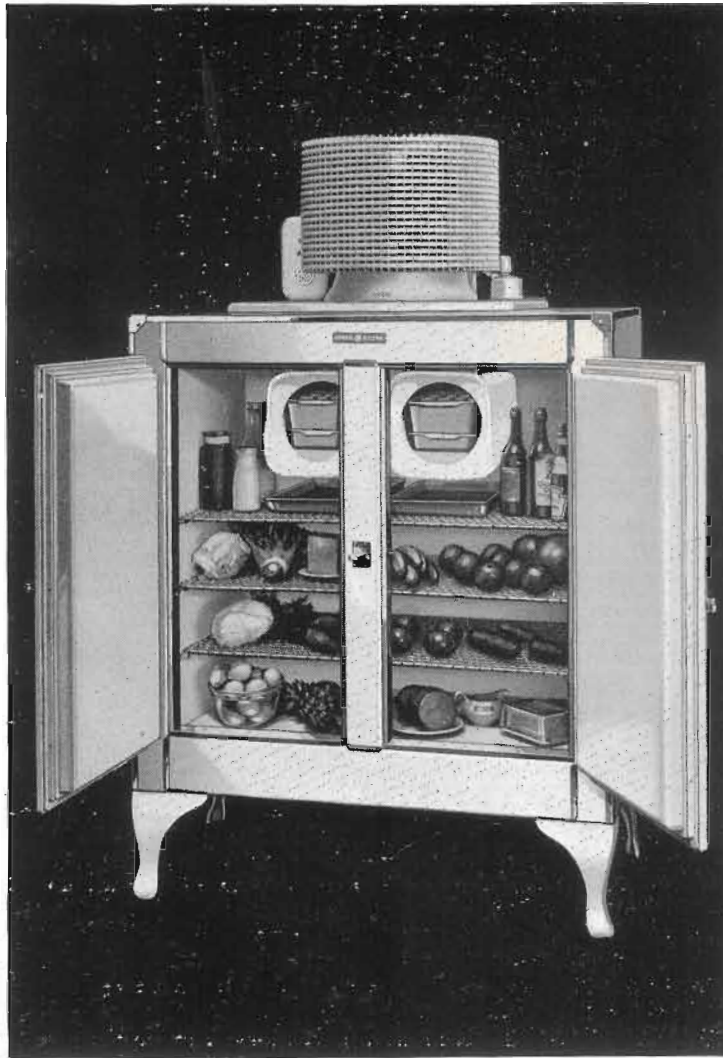


Model P-72

Model P-72

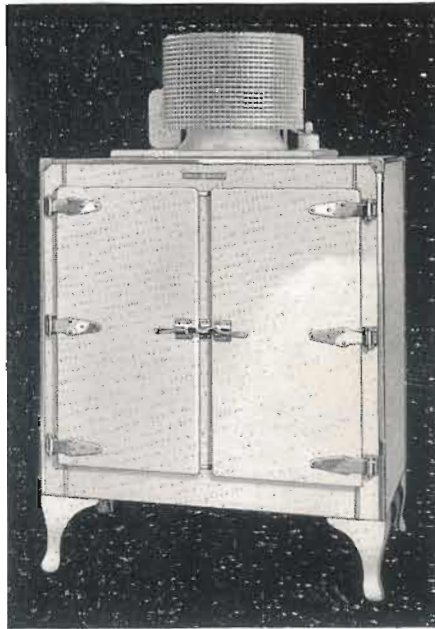
- Food storage capacity— $7\frac{1}{2}$ cu. ft.
- Food shelf area—12 sq. ft.
- Number of trays—one small, for making ice cubes; one large, for making cubes or frozen desserts.
- Ice making—56 cubes—approximately seven pounds of ice.
- Exterior dimensions—height over all, $66\frac{3}{4}$ "; width over hardware, $33\frac{3}{4}$ "; depth over hardware, 28". (Legs may be removed and the height reduced $11\frac{1}{2}$ ".)
- Cabinet—white porcelain, exterior and interior.
- Trim—polished metal.
- Insulation— $3\frac{1}{2}$ " sheet corkboard (enclosed in wallboard casing.)
- Number of doors—one.
- Base construction—detachable legs.
- Inside dimensions— $33\frac{1}{4}$ " high; 25" wide; 18" deep.
- Height of bottom food compartment above floor, 15".

THE PRODUCT—Continued



Model P-93

THE PRODUCT—Continued



Model P-93

Model P-93

Food storage capacity—10 cu. ft.

Food shelf area—17 sq. ft.

Number of trays—two small, for making ice cubes, two large, for making cubes or frozen desserts.

Ice making—112 cubes—approximately 14 pounds of ice.

Exterior dimensions—height over all, $69\frac{1}{2}$ "; width over hardware, $41\frac{1}{4}$ "; depth over hardware, $27\frac{1}{2}$ ".

Cabinet—white porcelain, exterior and interior.

Trim—polished metal.

Insulation—2" sheet corkboard (enclosed in waliboard casing).

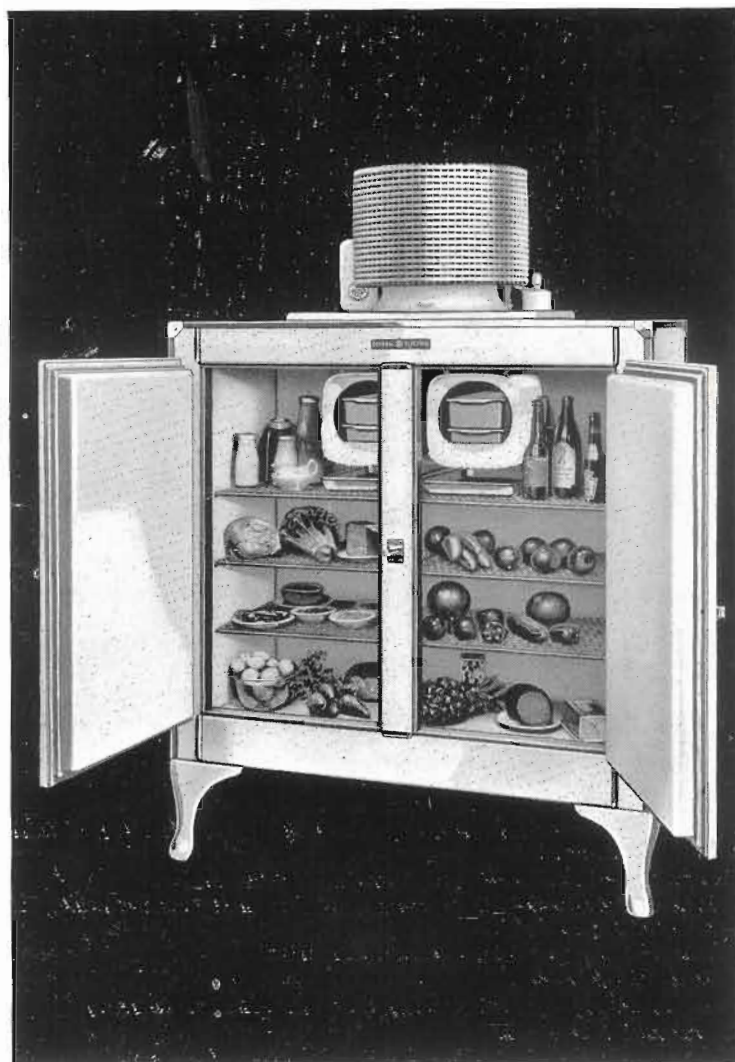
Number of doors—two.

Base construction—enclosed base with removable front panel.

Inside dimensions— $33\frac{3}{4}$ " high; 35" wide; $19\frac{1}{2}$ " deep.

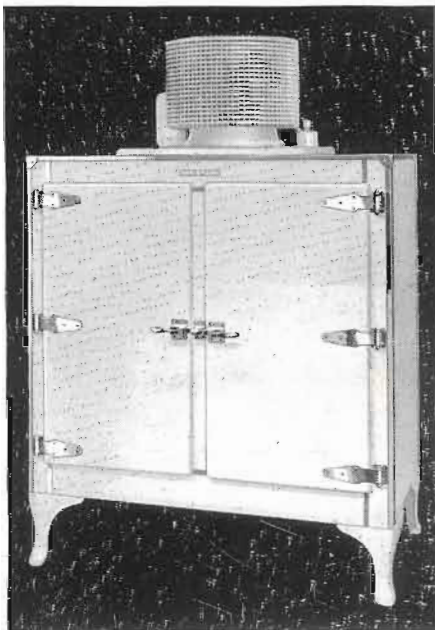
Height of bottom food compartment above floor, 15".

THE PRODUCT—Continued



Model P-123

THE PRODUCT—Continued



Model P-123

Model P-123

Food storage capacity—13 cu. ft.

Food shelf area—20 sq. ft.

Number of trays—two small, for making ice cubes; two large, for making cubes or frozen desserts.

Ice making—112 cubes—approximately 14 pounds of ice.

Exterior dimensions—height over all, 70"; width over hardware, 47 $\frac{1}{4}$ "; depth over hardware, 25 $\frac{1}{2}$ ".

Cabinet—white porcelain, exterior and interior.

Trim—polished metal.

Insulation—2 $\frac{1}{2}$ " sheet corkboard (enclosed in wallboard casing).

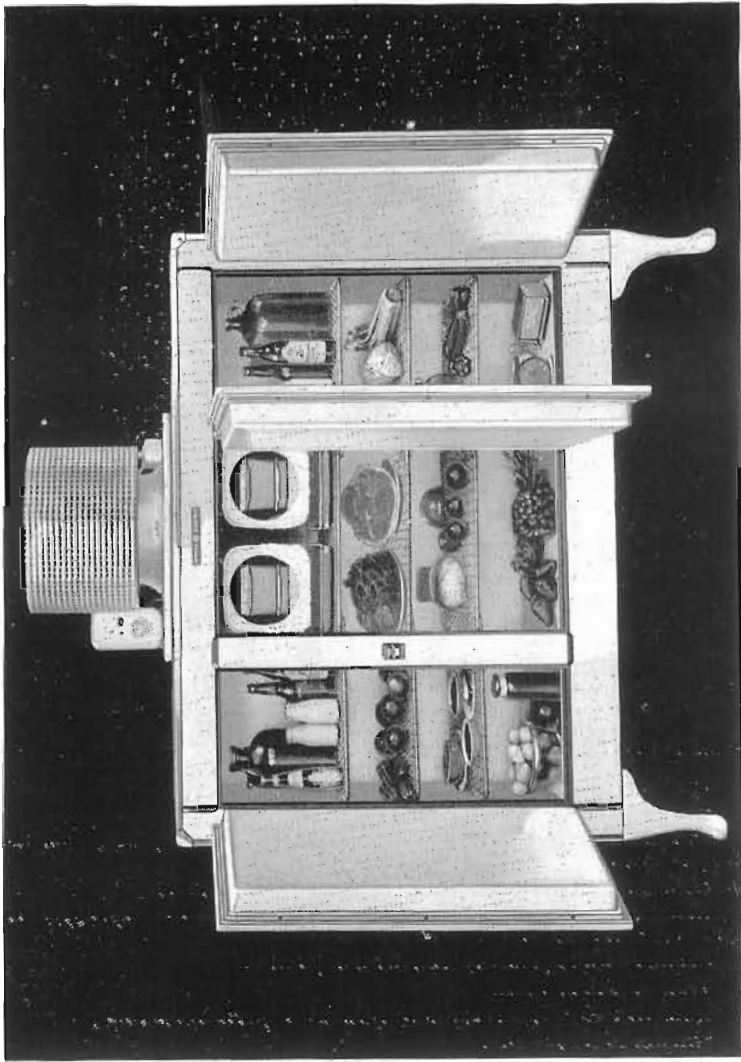
Number of doors—two.

Base construction—enclosed base with removable front panel.

Inside dimensions—36 $\frac{3}{4}$ " high; 41" wide; 18 $\frac{1}{2}$ " deep.

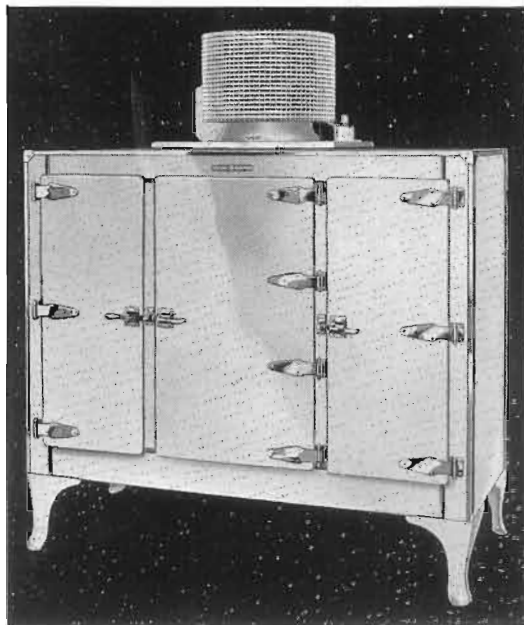
Height of bottom food compartment above floor, 15".

THE PRODUCT—Continued



Model P-163

THE PRODUCT—Continued



Model P-163

Model P-163

Food storage capacity—17 cu. ft.

Food shelf area—24 sq. ft.

Number of trays—two small, for making ice cubes; two large, for making cubes or frozen desserts.

Ice making—112 cubes—approximately 14 pounds of ice.

Exterior dimensions—height over all, 70"; width over hardware, 60 $\frac{1}{4}$ "; depth over hardware, 26".

Cabinet—white porcelain, exterior and interior.

Trim—polished metal.

Insulation—3" sheet corkboard (enclosed in wallboard casing).

Number of doors—three.

Base construction—enclosed base with removable front panel.

Inside dimensions—36 $\frac{3}{4}$ " high; 53" wide; 18" deep.

Height of bottom food compartment above floor, 15".

Selling Information

The General Electric Company and the home

You will find the General Electric monogram on many household conveniences. A very large percentage of the motor driven appliances use General Electric Motors. Such names as National and Edison Mazda lamps, Premier Duplex and "General Electric" vacuum cleaners, Thor washers and ironers, Hot Point flat irons, percolators and toasters, Radiolas, Tungar chargers, and "General Electric" fans are well known in the home. They are all made by the General Electric Co. and its associated companies.

The research laboratories of the General Electric Co. are constantly working to provide the housewives of the world with better and cheaper helps. One result of this work is shown in the fact that General Electric Mazda lamps cost 44 per cent less now than in 1914, but give six times as much light.

The retail salesman of the "General Electric" Refrigerator has a tremendous advantage over competing salesmen. He is presenting a product of the largest electrical organization in the world—a company that has done much to improve the home. Many doors will be opened to him, that would be closed to representatives of lesser known companies. And once inside the home, selling will be easier.

Sales efforts should be made the entire year round. The winter season is just as perilous to the preservation of food as the summer. Many people do not take ice during the cold months and in consequence it does not pay ice dealer to deliver frequently. The back porch is often too cold or too warm. The pantry is usually warm in the day time from the kitchen stove and cold enough at night to freeze foods. It is just as important that the foods be not frozen as it is that they be kept below 50 degrees.

Theory of Electric Refrigeration

If you are not already familiar with the theory of electrical refrigeration, a careful study of this section will interest you. It is very desirable, for every "General Electric" Refrigerator representative to know how his product functions. *Never attempt to make this technical explanation a part of your sales talk. You are selling the benefits obtained only with the "General Electric" Refrigerator.*

1. *Refrigeration* is the art of cooling with cold produced by mechanical means.
2. *Cold* is a relative term, and things are hot or cold only as they differ from our usual experience. So to have a receptive mind for a proper understanding of the principles of electrical refrigeration, we must remember that heat exists at all temperatures, but in a decreasing amount down to absolute zero, (460 degrees below zero Fahrenheit).

For proper food preservation the temperature should not be over 50 degrees Fahrenheit.

3. The physical law upon which all electric refrigeration is based is:

When a liquid changes to a vapor it absorbs heat.

The *boiling* of any liquid, whether it boils at 212 degrees, such as water, or—28 degrees, such as ammonia, is always accompanied by the *absorption* of heat. In the case of water, we place the kettle on the fire, the water boils. Turn out the fire—the boiling stops. Why? Because there is no longer a supply of heat to be absorbed. The steam produced is much hotter than the water was originally, thus *the boiling of the water has absorbed heat*. This is another way of saying that a boiling

SELLING INFORMATION—Continued

liquid *cools* the agency that causes it to boil. We are familiar with the cool sensation produced when a little ether is spilled on the hand. This is because the rapidly evaporating or boiling ether absorbs heat from the hand and makes the hand *cold*.

What becomes then of the heat which a liquid absorbs as it boils, and changes to a vapor?

This imperceptible or latent heat is held dormant in the vapor—until the vapor liquifies again, when the heat absorbed by boiling is given off.

These are, then, the two facts that underlie electrical refrigeration.

1. When a liquid changes to a vapor it absorbs heat.
2. The vapor on being liquified again gives off the same heat it absorbed.

The popular conception of boiling is that of water, which of course takes place normally at temperatures too high to be of benefit for refrigeration purposes.

Remember, that for perfect refrigeration we must get a temperature lower than 50 degrees. There are, however, liquids which boil at temperatures low enough that they can be used for refrigeration purposes. Among them are ammonia, sulphur dioxide, ethyl chloride, methyl chloride and several others.

In a refrigeration system these liquids are known as *refrigerants*.

The refrigerant which is used in the "General Electric" Refrigerator is sulphur dioxide (SO_2) of which more will be said later. This boils at a temperature around 14 degrees Fahrenheit or about 18 degrees below the freezing point of water.

Consequently, if we allow SO_2 to boil or evaporate inside a refrigerator we absorb some heat. Then if we take the vapor formed by the boiling (or evaporation) to a point outside the refrigerator cabinet, and condense it back to a liquid it will give up the heat it absorbed inside the refrigerator. This heat is dissipated into the room through the condensing coils.

Remember that the refrigerant or SO_2 boiled or evaporated at a temperature of 14 degrees. Therefore, since the heat was removed from the box, the latter became very cold. By continuing this process the box is maintained at a temperature below 50 degrees or well within the limits of perfect refrigeration.

Analogy (The Sponge)

The operative effects of mechanical refrigeration may be compared to the process of emptying a bucket of water with a sponge. You immerse the sponge, allowing it to take up all the water it will absorb. You then remove the sponge from the bucket and squeeze out the water. Repeat this action a number of times, and the pail is emptied of water.

Heat is removed from a refrigerator the same way. That is the liquid SO_2 expands to a vapor and absorbs heat, then it is carried outside the cabinet and the heat that it absorbed in the box is squeezed out of it by the compressor. This same SO_2 then becomes a liquid again, and the process is repeated.

This then, is the simple cycle of electric refrigeration in the "General Electric" Refrigerator.

The Cycle of Electric Refrigeration

The SO_2 is allowed to boil inside the refrigerator cabinet. As it changes from a liquid to a vapor it picks up or absorbs heat, and the cabinet becomes cold. Then it is carried outside the cabinet and compressed back to a liquid again, and the heat that it removed from the box is passed off into the air.

SELLING INFORMATION—Continued

Because SO_2 is expensive the same liquid is used over and over again in the sealed cycle of the "General Electric" Refrigerator.

Future of Electric Refrigeration

This newly discovered secret of nature bids fair to be of far-reaching importance to mankind. What its future will be is an interesting speculation.

Let us begin with the application of electric refrigeration to the preservation of food in the home. Thousands of electric refrigerators are now being sold annually, yet the percentage of owners to the total population is today very small, indeed. The future of domestic refrigeration is almost limitless because of the convenience, efficiency and economy of this method of preserving food. In addition to its practical appeal, the electric refrigerator will find wide favor with housewives because of the variety of table delicacies such as frozen puddings, sherbets, ices and salads which can readily be made in it, and the delightful cool drinks made possible by the sparkling clear or artificially colored ice cubes it can make.

The time is not far off when electric refrigeration will be widely applied to refrigerator cars and diners. The electrification of steam railroads will, no doubt, be of far-reaching effect in bringing this about.

It is even possible that small units may be run from the storage batteries of passenger automobiles for the convenience of picknickers and tourists, and from the batteries of electric delivery trucks for protecting perishables during transportation.

Cold storage plants, food warehouses, and markets will be large users of this new application of electricity. Ice manufacturers are making more extensive use of it every year. The invention of electric refrigeration is of tremendous importance to milk producers and distributors. The future of the art in this field alone can hardly be visualized.

The soda and ice cream industries are already beginning to make wide use of electric power for manufacturing and preserving ice cream, and cooling soda water and syrups. The ice cream dispenser finds it highly profitable, for the constantly maintained temperature keeps his ice cream from shrinking in the cans, and he is able to sell measure for measure what he buys.

But food preservation is not the only future for electric refrigeration. A machine which will cool and dry the air about it is destined to find a wide and interesting variety of applications.

Let us recall for a moment one of those hot, sticky, humid nights in August when the air seems to smother us, and we hate to go to bed, for sleep would be almost impossible. Imagine our wife saying to us, "John, please turn on the cold." We walk to our bedroom wall and turn on a switch just like our lighting switch, and the air soon becomes cool and dry. We go to bed to sleep soundly and awake in the morning greatly refreshed and full of vigor.

This is by no means an idle dream. Some new houses are today being insulated, either with special paper or with corkboard, and sometimes with sawdust packed between the walls. Such houses are advertised to be "cool in summer and warm in winter." But while insulation preserves artificially generated heat in winter, in summer it merely prevents the sun's heat from penetrating the wall to any great degree. To conceive of extra heavy insulation being placed in the walls of one's bedroom and bedroom door, and an electric refrigerator similar in form to a radiator being installed, requires no great stretch of the imagination. Excess moisture in the air would condense the coils of the "cold-radiator," and a healthful,

SELLING INFORMATION—Continued

dry, cool atmosphere would be produced for a night's solid comfort. In southern climates whole houses may be so equipped in the lifetime of those now living. Many hyrdo-electric stations in the south would, no doubt, be glad to make very attractive rates for electric power for this purpose. Whole populations might conceivably be rendered more healthy and vigorous, more resistant to disease, and more productive, with far-reaching economic results.

Artificial ventilation with a supply of cool, fresh air has long been considered a drawing card for moving picture theatres in the summer months. Coming years will undoubtedly see an extensive use of electric refrigerating equipment for air reconditioning, especially where the humidity is consistently high.

Many new applications of electric refrigeration in the arts and sciences, in commerce and industry, are being discovered almost daily. Engineers are eternally busy improving and simplifying refrigerator design, always working for higher efficiency at less initial cost.

In keeping with the speed of material progress in this country and the world today, we may confidently expect that the present generation will live to witness and enjoy a very general use of electric refrigeration for a wide variety of purposes.

REQUIREMENTS FOR PERFECT REFRIGERATION

(Bulletin No. 98, U. S. Department of Agriculture)

"At a temperature below 50 degrees Fahrenheit, bacteria multiply less rapidly, but between 50 degrees and 100 degrees Fahrenheit the increase is very fast; hence the necessity for thorough cooling and the maintenance of low temperatures until used."

(Farmer's Bulletin No. 375, U. S. Department of Agriculture)

"The different varieties of mold are everywhere present, and they need only warmth and moisture to enable them to grow on many kinds of food."

(Public Health Leaflet No. 1, published by the Department of Health, City of New York)

"To prevent decomposition of milk, even though sterilized, it must be kept cool, at or below 50 degrees Fahrenheit."

(Bulletin No. 744, U. S. Department of Agriculture)

"Milk must be kept at a low temperature (50 degrees Fahrenheit or below) from the time it is produced until it is consumed, if its quality is to be maintained."

Scientific tests conducted by the United States Agriculture Board as well as the different state and local boards of health show that the best temperature for keeping fresh food from spoiling is under 50 degrees Fahrenheit. Above 50 degrees there is danger. If this point were generally known there would be as many electrical refrigerators as automobiles. Success as a retail salesman, is dependent upon ability to present these points to women. If good housewives and good mothers can be convinced of the great importance of enough cold in the refrigerator, a solid foundation, on which to make a sale, is made.

Bring out the following:

- a. Bacteria causes food decay.
- b. Proper refrigeration prevents bacteria.
- c. Electric refrigeration is the proper refrigeration.

SELLING INFORMATION—Continued

What the "General Electric" Refrigerator Means to the Housewife

1. *Absolute freedom from attention.* No watching or oiling is necessary, for the operation is entirely automatic.
2. *Quietness.* Operation is almost noiseless.
3. *Longer life.* Since all moving parts are hermetically sealed, they are free from dirt and moisture—the main causes of wear.
4. *Economy.* The advanced design permits cheaper operation, for only a one-eighth horse power motor is necessary for the work. It uses less electricity for that reason. Since the unit is on top of the cabinet, the hot air generated rises away from it, and thus the cabinet operates in a cooler atmosphere.
5. *Perfect refrigeration.* The perfect combination of icing unit and cabinet in the "General Electric" Refrigerator achieves the *ultimate* in electric refrigeration. *This means the constant temperature necessary for the proper preservation of food, without any attention whatsoever on the part of the housewife.*
6. *Sanitary.* The placing of the unit on top of the cabinet drives away all dust and dirt. The G. E. icing unit is the only one having a porcelain freezing chamber, and there are no metal tubes or pipes inside of the food compartment to collect rust and dirt.
7. *Portable.* It can be moved from home to home without encountering difficulties, as might be the case where the unit is installed in the basement. This is particularly advantageous to a family living in a rented home.

Prospects—How to Obtain, Qualify and Follow-up

There are many sources from which names of prospects may be secured. It should be kept in mind, that the most logical prospects at the present time are homes with fairly good incomes. The primary object of any prospect list is to ascertain whether or not the individuals can be sold "General Electric" Refrigerators. It makes each call as effective as possible. Many dealers obtain prospects from owners of electric refrigerators, and thus create an endless chain. Good *mailing lists* can be secured from organizations specializing in this work. Some other suggested sources are given below.

Sources of Prospect Lists

1. Business and industrial directories.
2. Membership lists of civic societies, chamber of commerce or professional societies.

SELLING INFORMATION—Continued

3. Lists of real estate transfers, building permits or rentals and leases.
4. Assessor's record of property owners.
5. Income tax records.
6. Automobile registration.
7. Membership lists of country and social clubs.
8. Central Station customer record; large domestic consumers of current or purchasers of appliances.

Sources of Prospect Names

Usually the owner of a "General Electric" has a circle of friends whose purchase will be influenced very much by the present owners' comments. It is the salesman's duty to himself to see that in every instance the comments will be favorable, so as to realize the full benefit from his customer relations.

1. *Direct canvass.* Talk "General Electric" Refrigerators to everyone, and arrange to call on those interested.
2. *Users.* Keep constantly in touch with owners of "General Electric" Refrigerators. They can offer you names of friends.
3. *Builders and architects.*
4. *Electricians and plumbers.*
5. *Real estate news items and real estate men.*

The majority of prospects will be people with fair incomes. Some of these are hard to approach, and the following **telephone pointers** may be helpful.

1. Talk as though you were making an appointment for your representative.
2. Sell the appointment only. Don't sell "General Electric" Refrigerators.
3. Make the appointment for a definite hour on a certain day.
4. Say as few words as possible, and as soon as you get the prospect to agree to an appointment, terminate the conversation courteously.

Mailing to Prospects

Periodically a selected list of prospects should be circularized with the "General Electric" mailing material, which is designed primarily to create an introduction for the salesman. All prospects of this kind should be followed promptly so that the effect will not be lost.

Follow-up cards should be kept on each prospect, and a written report of each salesman's visit should be filed. Progress should be carefully noted and thus the time spent economized.

The methods of closing a sale should be carefully shown by the sales manager, and the part payment plan explained in detail.

SELLING INFORMATION—Continued

Selling the Prospect

The "General Electric" is used in the home, therefore it will have to be sold there. It is the experience of the industry that few men will purchase an electric refrigerator without first finding out the desires of their wives. We will assume that most men will buy a "General Electric" if their wives request it. It is easy to see then that the desire to own the "General Electric" is usually created with the wife in the home, while the actual decision to buy is usually made by the husband in his office.

The Double Selling Job

At the present time your prospects are divided into two divisions:

1. Those who are not familiar with the benefits of electric refrigeration, and who must be sold on these benefits before they will buy any electric refrigerator.
2. Those who realize the benefits of electric refrigeration, and who will buy when the superiority of the "General Electric" is shown to them.

The demonstrations with the second type of prospect will be covered in the section devoted to the "General Electric's" superiority.

Never attempt to sell the "General Electric" as a machine, unless you are definitely assured the prospect is thoroughly sold on the benefits of electric refrigeration, and is ready to buy some type of unit.

(The superiority of our type of unit over another is of little interest to anyone who is not considering buying.)

There are three major points to be sold to a prospect:

1. *The proper preservation of food.* Bring out the following:
 - a. Bacteria causes food decay.
 - b. Proper refrigeration prevents bacteria.
 - c. Electric refrigeration is the proper refrigeration.
2. *Electric refrigeration* provides a constant supply of cold, dry air in a sanitary cabinet. It is convenient, simple, reliable and economical.
3. The "General Electric" Refrigerator. Here is the ultimate in electric refrigeration. It is installed easily—refrigerates properly—and requires no attention.

DON'T

1. Knock the ice industry.
2. Knock competitors.
3. Talk technicalities.
4. Try to sell electric refrigeration on a basis of comparative cost of ice.

SELLING INFORMATION—Continued

How the "General Electric" accomplishes results is usually of little interest to the prospect. Avoid the mechanics of electric refrigeration. They confuse and bore people. Sell the *results* and *benefits*.

The Call at the Home

1. *Getting in the home.*

Before calling at any home be sure you know the name, (and it's proper pronunciation), of the party living there. Watch your *personal appearance*. Your appearance must suggest to the prospect that a gentleman is calling. First ring the bell, and step back a few steps. Then address the prospect by name.

"Good afternoon, Mrs. Prospect, I am Mr. Jones. I am here this afternoon to tell you about the 'General Electric' Refrigerator. I know you are interested in what the greatest electrical organization in the world has done to better house-keeping conditions, and I want to tell you the story."

(Go inside, and before starting the story of the "General Electric," request permission to place a thermometer in the refrigerator. Tell her that you know she will be interested in learning it's exact temperature.)

Another Approach Follows

"Good morning, is this Mrs. Smith?"

If she answers "Yes."

"Have you an electric refrigerator?"

If she answers "No."

"We have recently had the pleasure of mailing from the blank company some information on a wonderful new development—the 'General Electric' Refrigerator. This is made by the General Electric Company, the largest electrical manufacturer in the world. I have come to tell you some more about it."

If she says, "I am not interested right now."

"Mrs. Smith, I am not here to sell you anything today—or tomorrow. But some day I am sure you will want to enjoy the benefits of electric refrigeration. There are many users in this city, and I am sure some of them are your friends. In fairness to yourself, I think you should learn something about our refrigerator, which will give you an entirely new conception of the progress in electric refrigeration."

If she says, "I am busy now," try to get an appointment for some evening or on Sunday when her husband will be home.

If she says, "Yes," to your question, "Have you an electric refrigerator?"

"I am glad to hear it. I am selling the 'General Electric.' Electric refrigeration is a fine thing, isn't it? Have you any friends or neighbors you think would be interested to know of its benefits?"

SELLING INFORMATION—Continued

Selling GENERAL ELECTRIC Refrigerators to the Housewife

In the last chapter we have shown how the salesman entered the home. He has placed a thermometer in the prospect's refrigerator, and is now ready to begin.

(There are so many points of appeal in the "General Electric" that the salesman should tell the whole story, so as not to neglect any point that might be a paramount reason for the prospect to buy.)

"Mrs. Prospect, the story of the 'General Electric' Refrigerator is the story of one of the greatest steps in progress towards better living in modern times. The story deals with the most vital factor in our daily life—our food, and its proper preservation. The proper preservation of food in the home has always been a necessity. Our ancestors attempted it by placing their food in caves, springs, and cellars. For the past twenty or thirty years we have come to use an ice chest or refrigerator. For many years this was considered better than the earlier methods, but was always inefficient because the temperature was not cold enough, the atmosphere in the box with melting ice was not dry enough, and the temperature fluctuated, due to the changing in size of the cake of ice.

"Scientific study has shown that in order to preserve food properly it must be kept in a cabinet that is under 50 degrees; that the temperature must not fluctuate, and that the air surrounding the food must be dry.

"You can easily understand why ice does not refrigerate when you consider the constant changes in the shape or size of a cake of ice placed in your refrigerator. Extensive surveys have shown that the average ice box temperature is well above 55 degrees.

"(Example: When a cake of ice is placed in a refrigerator, its greatest cooling effect is produced about one hour after it is placed there. From then until it is entirely melted its efficiency lowers, and the temperature of the box rises until it is almost the same as the room in which it stands.)

"You can realize then why it is not possible to obtain the proper refrigeration temperature with ice.

"Now we have the 'General Electric' Refrigerator. Its temperature is automatically controlled to maintain a never varying temperature under 50 degrees, well within the limits of proper refrigeration."

(The temperature in the "General Electric" Refrigerator is always maintained below 50 degrees. Show pictures.)

Dryness

"Mrs. Prospect, dryness in your refrigerator is as important as coldness. Dryness can never be obtained in an iced refrigerator because the air is constantly passing over the melting ice, picking up moisture and bacteria, and circulating around your food."

(Remember again that to preserve food properly it must be kept dry. Bacteria require moisture to live.)

SELLING INFORMATION—Continued

The Drain

"This brings up the question of the drain in your refrigerator, Mrs. Prospect. There is no drain in the 'General Electric' Refrigerator. After you have it you will be forever rid of that, and your worries about its unsanitary condition will be over."

(The drain in an ice box soon clogs up with slime and dangerous impurities. To say the least this is not a desirable condition.)

"Mrs. Prospect, I know you are careful about the purity of your food. As you realize why ice cannot give proper refrigeration, you undoubtedly consider the children—they are the ones most easily affected by tainted foods, particularly milk."

Milk

(As shown previously in the manual, milk kept at a temperature of 50 degrees developed in twenty-four hours 4.1 times as many bacteria as it held originally. At higher temperatures the rate of bacteriological growth is much greater. Under 50 degrees the bacteria are practically dormant.)

Ice Delivery

"Mrs. Prospect, you have, no doubt, often been inconvenienced by ice delivery, either by waiting for the ice man to arrive, or else because you did not have enough ice for something you needed. After you have the 'General Electric' Refrigerator you have absolute freedom. No more need to wait for the arrival of the ice man. No more need of leaving doors unlocked or doing without ice because you had to go away."

"Every week-end presents its own problem. It seems that at the time you most need refrigeration, Mrs. Prospect, you are apt to be without it. After your 'General Electric' Refrigerator is installed, your week-ends and holidays are forever free from the annoying condition of being without ice—or of getting it yourself."

(Because the cold unit never changes its size, shape or temperature, constantly perfect refrigeration is furnished every hour, every day.)

"Indeed, Mrs. Prospect, when you leave for a week-end trip or a holiday you leave no worries of food spoilage or ice delivery."

"It surely is pleasant, Mrs. Prospect, to come back from a trip to find a supply of properly preserved food, and pure ice in your refrigerator. This pleasure is yours when you have the 'General Electric' Refrigerator."

(Foods are easily kept over the week-end, because of the perfect refrigeration.)

"Mrs. Prospect, you should have the 'General Electric' Refrigerator for safety's sake, but I am going to tell you about so many pleasant things that it brings to the home that I am sure you will want one anyway."

SELLING INFORMATION—Continued

Ice for Drinks

"What must you do now to get a cold drink? I need not tell you about the nuisance of trying to chip ice from a huge cake. Then, too, the ice that you get is none too good. If it is natural it is sure to contain impurities. If it is artificial, it probably tastes bad. The realization of the methods of ice delivery make you hesitate to use it for drinking purposes."

Ice Cubes

"With the 'General Electric' Refrigerator you will always have a supply of pure ice, frozen in convenient cubes. They are frozen in the 'General Electric' Refrigerator from the same water that you drink, so you know they are pure."

(Over six pounds of ice can be frozen. These are frozen in trays in the freezing chamber, after the trays are filled with water.)

Frozen Desserts

"You will be able to freeze many kinds of frozen desserts in the freezing chamber. Mrs. Prospect. For your own use and for entertaining, this is a pleasure that only comes with ownership of the 'General Electric' Refrigerator."

(It freezes many kinds of desserts such as mousses, parfaits, sherbets, etc., in the freezing trays of the "cold" unit.)

"These delicious frozen desserts may be kept in the trays always ready for use. Every woman is original, Mrs. Prospect. Every 'General Electric' Refrigerator owner is responsible for individual creations in frozen dainties that make her receptions a success, and her home life more enjoyable."

(A few suggestions about the different kinds of frozen novelties should be used here.)

Children love desserts. Now if they want a sherbet or a mousse you must go to all the trouble of freezing with the old-fashioned hand freezer. With the "General Electric" Refrigerator you can keep them on hand at all times.

"You know, Mrs. Prospect, that when we get right down to facts, eating is about the most important thing we do. If for no other reason, you would never give up your 'General Electric' Refrigerator after you had it because of the great improvement it actually gives the taste and quality of your food."

(The dry, crisp cold holds fruit at the point of full ripeness; makes lettuce and celery, etc., crisp; keeps the butter and cheese at proper flavor. There is really a remarkable difference between food kept in the "General Electric" Refrigerator and food that has been stored in some damp, warm, smelly ice box.)

"Mr. Prospect will appreciate it, too, Mrs. Prospect. If you should go away, and he is forced to remain in town, he need not be worried about food spoilage or ice delivery. Then, too, the 'General Electric' refrigerator will give him no small amount of comfort."

(Then sum up the advantages of the "General Electric" Refrigerator over ice. Put some action into the picture. Go out to her refrigerator and take out the thermometer you placed in it originally. Show her the reading.)

SELLING INFORMATION—Continued

"You see, Mrs. Prospect, your refrigerator shows a temperature of degrees. With the 'General Electric' Refrigerator the temperature will be degrees lower. These extra degrees, together with the dryness of the atmosphere in the 'General Electric' are what mean the difference between delayed food spoilage and perfect sanitary food preservation."

(Because the "General Electric" Refrigerator is a complete unit and cabinet, it is now time for you to get some information, and find out Mrs. Prospect's opinion of the value of the cabinet she now owns.)

"How long have you had this cabinet, Mrs. Prospect? Is the size large enough?" (Then note what corresponding size she will need.) "I suppose this cabinet cost about". (Always set a higher figure, then you can show her later why she should not attempt to use her cabinet for electric refrigeration.)

(Now you want her to talk it over with her husband at once so—.)

"Mrs. Prospect, I know you want the benefits and pleasures that come when the 'General Electric' Refrigerator is installed in your home. You can see the many advantages it offers you. Won't you please talk it over with Mr. Prospect tonight?. I'll leave this folder with you to cover some of the important points. Probably tomorrow I will call on Mr. Prospect and tell him the story. (Let her agree to this suggestion.)

"Thank you, Mrs. Prospect. I certainly hope that you too will soon have a 'General Electric' Refrigerator so that you can realize all its benefits and help."

Outline of Sales Talk to Housewife

A. Sell prospect on idea of electric refrigeration

1. Sanitation

- (a) Clean
- (b) Dry
- (c) Cold
- (d) Even temperature

2. Convenience

- (a) No ice
- (b) No fuss
- (c) No muss
- (d) No carrying of ice
- (e) Pure ice cubes always ready
- (f) Easily makes all kinds of frozen desserts

3. Economy

- (a) Cheaper than ice
- (b) Saves time
- (c) Saves food
- (d) Saves labor

4. Modern

- (a) Ice is old-fashioned. No improvement over grandfather's time. Ice does not refrigerate properly.

SELLING INFORMATION—Continued

5. Pride of ownership
- B. Tell about General Electric Company
 1. Years established, size, and what it has done to lighten the labors of mankind, and improve living conditions.
 2. Give brief history of the development of the "General Electric" Refrigerator; and how it is the ultimate in electric refrigeration.
- C. Adapt the "General Electric" Refrigerator to the prospect's individual needs.
 1. Investigate the present ice box
 - (a) Note its size, its age, if possible.
 - (b) Take its temperature (use proper corner)
 - (c) Find out how much ice is used.
 2. Picture the "General Electric" Refrigerator in the prospect's home.
 3. Ask her to tell her husband about it. Tell her that you will call on him in a day or so.
 4. Tell her you hope she will have the benefits of the "General Electric" Refrigerator at once.
Thank her.

The Call at the Office

(This should follow the investigation made one or two days before.)

Outline

1. Tell prospect that you have been to his home, and have talked to his wife. Tell him she was interested in the "General Electric" Refrigerator.
2. Tell him about the benefits it will bring to his home.
3. Recommend the size he should have.
4. *Get his order.*

Salesman's Approach to a Man in His Office

"I am Mr. Jones, Mr. Prospect. I represent Company, who distribute the 'General Electric' Refrigerator, the General Electric Company's latest achievement. I called on Mrs. Prospect yesterday, and explained to her the advantages of the 'General Electric' Refrigerator.

"Did Mrs. Prospect talk to you about the descriptive folder I left with her?"

(Find out if Mrs. Prospect discussed the subject with him. This knowledge will guide you in your sale.)

"Mr. Prospect, 'General Electric' Refrigerator gives many advantages over the old-fashioned ice method. Here are a few."

SELLING INFORMATION—Continued

(Start to go over the advantages of "General Electric" Refrigeration over ice, as in your talk to his wife. However, be snappy, because, no doubt, the prospect is a busy man. As you do this, you will notice his attitude. If he is already sold on the merits of electrical refrigeration, then you should go immediately into the description of the superiority of the "General Electric" Refrigerator. If he is not yet sold on the idea, then you must create the desire.)

Bear in mind that you have a definite objective to work for, on every call at a man's office.

1. To get a signed order.
2. A definite appointment for the prospect to call at the display room or for the salesman to call at the home when both he and his wife are present.
3. A definite appointment to call for a later interview if he is busy at the time.

When a prospect is sold on the idea of electric refrigeration, the properly presented story of superiority of the "General Electric" Refrigerator will quickly secure the desired result—the order.

The Call at the Home by Appointment (Man and Wife)

Many times you will find that after you have called at the prospect's home and at his office that you have been unable to close the sale. After analyzing the conditions, you find that both the man and his wife seem to be sold on the "General Electric" Refrigerator but for some reason the man did not sign the order when you called at his office.

You realize that although a man derives many benefits from a "General Electric" Refrigerator he either buys (or likes to give that impression) one as something beneficial to his wife and possibly his children. The move then is to talk to the man in the presence of his wife at home; where her desire to own the "General Electric" Refrigerator added to your desire to sell him one will usually get the man to sign the order. This call at the home should be made by *appointment*, usually in the evening.

The two points to stress in such an interview are first the benefits that the "General Electric" Refrigerator brings to them and the children, second—what it means, particularly to the wife. When both parties see these benefits a little emotional appeal will usually serve to secure the order.

The alert salesman will note during the progress of the interview the most important points of appeal, and stress them in securing the signature.

Floor Demonstration

After the prospect is in the store, offer her a chair, so placed that she is able to watch you while you are demonstrating the "General Electric" Refrigerator in operation.

In the cabinet should be some salt, matches, corn flakes or some food that demonstrates dryness readily. The trays in the freezing chamber should be filled with clear ice. A thermometer should be in a prominent position inside the box.

SELLING INFORMATION—Continued

Then discuss the features of electric refrigeration briefly; at the same time opening the door of the cabinet.

1. Refrigeration in the "General Electric" Refrigerator.

- (a) Tell her the requirements of perfect refrigeration—coldness, dryness, cleanliness.

Then, show her the thermometer reading in the cabinet. Tell her that this temperature is automatically controlled, and never varies.

Let her examine the corn flakes or salt. This will prove to her the dryness in the "General Electric" Refrigerator.

Call her attention to the gleaming white porcelain lining, the smooth porcelain freezing chamber, the rounded corners, the ease with which the shelves are removed to be cleaned. She cannot fail to be impressed with its sanitation.

Show her one of the trays of ice cubes. (Some demonstrators have found it advantageous to drop a cherry or some fruit in the water to be frozen. This makes a desirable impression on the prospect.) Tell her how the cubes are made. Explain that they are made from the same pure water that she drinks. Tell her that these cubes can be kept on hand at all times.

While you are still showing the trays of ice, tell her about the wonderful frozen desserts, made in the "General Electric" Refrigerator. (Sometimes it is possible to have a frozen dessert in one of the trays for demonstration purposes.)

Then while the cabinet is still open, go over quickly the economy of owning the "General Electric" Refrigerator.

1. Saves time.
2. Saves food.
3. Saves labor.

Then close the door of the cabinet.

Give her a chance to admire the beauty of the exterior. Call her attention to the quality and workmanship of the cabinet.

Then call her attention to the quietness of operation of the "General Electric" Refrigerator. Tell her how little it costs to operate.

Then tell her about the pride of ownership that comes with the "General Electric" Refrigerator.

NOW—

Tell her about the General Electric Company, what it means to her, and how the "General Electric" Refrigerator is the ultimate in electric refrigeration development. Impress upon her the distinct advantages of "General Electric" Refrigerator ownership.

Get the order.

SELLING INFORMATION—Continued

Closing the Sale

Sometimes the prospect, after you have told your story, insists upon bringing up minor objections, and shows some hesitation about making a decision. Such a prospect may be closed by determining *for him* the five major points on which he should make his selection. These points cover all the features of electric refrigeration equipment, and can be used as the standard of comparison.

"Mr. Prospect, consider an electric refrigerator from all angles. The first and most important of these should be the

1. Benefits Obtained

"The 'General Electric' Refrigerator has the quietest mechanism—never requires attention—and is a lifetime investment. It can be easily moved—is the most sanitary of all—and there are no external moving parts. It is installed and forgotten.

"Then, Mr. Prospect, you must consider the

2. Organization Behind the Product

"Remember that the General Electric Company is the largest electrical manufacturing organization in the world. Consider its tremendous resources and experience. Our research laboratories have evolved some of the greatest electrical discoveries known to man. Every man and every woman receives the benefits of these *daily*. It is only natural to assume that the General Electric standards of quality would be of the highest. The insignia 'G.E.' is often termed '*the initials of a friend*'—doubtless because of their many contributions to progress.

"Is there any other name today which carries such a universal reputation for quality and achievement? Is there any other machine in which you would take greater pride? So, Mr. Prospect, you should consider

3. Pride of Ownership

"Think of the 'General Electric' Refrigerator as an investment—not as a mere outlay of money. It sets a new standard of

4. Economy

"Consider economy from two angles—operating cost and length of life. The advanced design of the G. E. icing unit combined with the best and most efficient cabinet that it is possible to build gives the lowest operating cost of any electric refrigerator yet built.

"It will outlast any other make, regardless of price. The General Electric Company's confidence in this is shown by the most liberal guarantee in the industry—two years. All these facts mean one thing—

SELLING INFORMATION—Continued

5. Value

"The 'General Electric' Refrigerator has no equal, regardless of the basis of comparison."

"You want the *best*—everyone does. The 'General Electric' Refrigerator is the *ultimate*. It is the refrigerator you need."

The salesman should then present the order blank, requesting the prospect's "approval"—at the same time inquiring the best delivery date.

The "General Electric" Refrigerator is the only one that can stand the test of the careful, analytical buyer. This is your story—and if you stick to it, you will sell many "General Electric" Refrigerators.

It is a good plan to write down the five points, *as they are brought out*, so that the prospect at the close has the complete picture of "General Electric" superiority.

Pointers on Answering Objections

During your conversation with the prospective customer, the latter will undoubtedly bring up objections. A good salesman will know before hand what most of these are likely to be, and will be able to answer them readily and intelligently.

A good many prospects will tell you that they like the idea of electric refrigeration and that they like the "General Electric," but will bring up a number of reasons why he thinks he should not buy at the present time. As a rule most of these objections have little weight, but indicate that you have not yet sold your prospect. Great care should be taken not to dignify an objection with too detailed an answer. The complete answers given below, do not need to be given in a great many of cases.

Objection: **I can't afford an electric refrigerator.**

Answer: Frankly, Mr. Brown, I don't see how you can afford not to own one.

Outside of the actual saving in dollars and cents, brought about by not buying ice, saving food and the fact that a "General Electric" Refrigerator is a life-time investment, there are other points to consider. Think of the convenience and the labor saving. Think of the health benefits. Then think that you can have all these by paying on a special budget plan.

O. **I guess ice is good enough for a while.**

A. (This clearly indicates that your prospect is not sold on electric refrigeration.) Undoubtedly, Mr. Brown, ice does the best it can, but ice can never give you the great advantages of the "General Electric" Refrigerator. In the old days, oil lamps were good enough, as were horses. Now we must have Mazda lamps and automobile. It is only human nature to want the best and the most convenient. The General Electric offers you both.

O. **I can buy a lot of ice for \$360.**

A. Yes, and you have bought a lot of ice already. How long have you been keeping house, Mr. Brown. (10 year.) You have spent over \$600.00 probably on this item alone, and yet you have nothing to show for it. Your "General Electric" Refrigerator, bought today, should be in good shape ten years from now, and would pay for itself with several hundred dollars to spare. All of us can use *several* hundred dollars to good advantage.

SELLING INFORMATION—Continued

- O. We only take ice in May, June, July and August, so an electric refrigerator wouldn't be worth while.
- A. Mr. Brown, if I don't do anything else, let me urge you to take ice the year round. It is just as important that foods be not frozen, as it is that they be kept below 50 degrees. The back porch is often too cold or too warm. The pantry or the kitchen are usually warm enough in the day time but cold enough at night to freeze foods. If we could keep foods below 50 degrees consistently in a dry, even temperature for the other eight months of the year, there would be no need for ice—but, unfortunately, we can't. Foods and milk should *always* be kept below 50 degrees—they can be, with a "General Electric."
- O. I guess you've got a good machine, all right, and I believe all you say—but I just haven't got the money right now.
- A. You believe in the "General Electric" Refrigerator, Mr. Brown, and we want you to have one. You don't need much money for we have a special budget plan. You are making a life-time investment—not one for today or for next year.
- O. I can't see the investment.
- A. (Prospect not sold on electric refrigeration.)
There is nothing in your home, Mr. Brown, that will serve you 24 hours a day like a "General Electric." It will quietly do its job, without attention for many years to come. It will pay for itself in a very few years. From an investment standpoint, we should consider just what this will mean to you—what it has meant to hundreds of thousands of other homes that have purchased electric refrigerators.
- O. We don't own our home. We may move one of these days.
- A. You can take the "General Electric" with you, the same as your other furniture. Remember, there are no legal complications in moving a "General Electric" or any plumbing to be done. You can begin to enjoy the advantages of iceless refrigeration today.
- O. I am told that electric refrigeration is still in the experimental stage.
- A. The General Electric Company would not think of placing a machine on the market that was not up to its standards of quality. It has its good name to protect, and has spent fifteen years perfecting this electric refrigerator. You may be sure that nothing finer can be had at any price. Some of the first electric refrigerators made by the General Electric Co. over fifteen years ago are still running.
- O. They tell me electric refrigerators interfere with the radio.
- A. You need have no fears on this score, Mr. Brown.
- O. I do considerable entertaining, and I am afraid the supply of ice cubes would not be sufficient.
- A. You have — cubes always available for use, and it is a good idea when you are going to entertain on a large scale to make up a supply during the day, keeping them in the glass dishes below the chilling chamber.

SELLING INFORMATION—Continued

O. I don't like the machinery on top.

- A. The General Electric Company could build an electric refrigerator with the machinery at the bottom, if they wished, but for several engineering advantages they placed it on top. It makes refrigeration more efficient—and after all, no one has ordained just what an electric refrigerator should look like. We are years ahead of the others.

O. How long will the "General Electric" last?

- A. At least twenty years, and probably many more with proper care. It is built to last you a lifetime. The General Electric Co. have placed their refrigerator on the market with their iron-clad guarantee of two years. The tremendous resources of that company stand behind each one. It is the result of fifteen years research and experiment on the part of that great company and with proper care should refrigerate properly for many years to come.

O. I think I'll buy the refrigerator sold by the light company.

- A. (In some localities the light companies are considered the electrical authorities of the community. Great care should be taken in answering this objection. If they sell the "General Electric" the sale is made—if not, proceed as follows.) I am certainly glad to hear that you are going to get an electric refrigerator. Generally speaking, the light companies handle only the best of electrical household helps. In the case of electrical refrigerators, however, the situation is a little different. Our contracts are exclusive and if this territory was tied up when they decided to sell electric refrigerators, we could not accommodate them. I would consider it a great favor if you would ask them about the "General Electric" and the General Electric Company.

Common Questions and Answers on the "General Electric"**Q. What refrigerant do you use?**

- A. Sulphur-Dioxide (SO_2). This is used by 90% of the manufacturers of household refrigerating machines. The fact that all the leading refrigerating authorities have accepted sulphur-dioxide for its greater efficiency is sufficient testimony to the superiority of this refrigerant. Sulphur-dioxide is a non-poisonous, non-inflammable and non-explosive gas. It has a boiling point of 14 degrees F, which is much more applicable to electric refrigeration than any of the other gases. Sulphur-dioxide does not break up. It has no chemical action on metal, and this allows the use of copper, which has a high thermal conductivity. The operating pressure is low, thus providing a large factor of safety. Owing to the fact that SO_2 is heavier than oil, automatic oil circulation is possible. Some of the various refrigerants used by other manufacturers are methyl chloride, ethyl chloride, ammonia carbon dioxide, butane and isobutane.

Q. The freezing chamber in your machine is smaller and different from those I have seen. What are its advantages?

- A. Until the development of the G. E. direct—indirect freezing chamber, two general systems of cooling were in use, viz.:
- (a) Cooling by direct expansion of the refrigerant.
 - (b) Cooling by indirect expansion of the refrigerant.

SELLING INFORMATION—Continued

The G. E. freezing chamber consists of an inner shell containing the refrigerant and an outer shell containing a glycerine freezing solution. This freezing solution has the same heat storage capacity as many times its volume of brine and thus we obtain the same carry-over effect in much less space. For freezing ice, the trays are placed inside the inner shell containing the refrigerant and thus cubes are frozen with the same rapidity as in the direct system. In this way the advantages of both direct and indirect systems are combined. Briefly these are:

1. It is cleaner than either system.
2. It occupies less room.
3. It has a more uniform cooling effect.
4. It insures long life.
5. It eliminates necessity for attention.

Q. How can you run the unit for years without lubrication?

A. We do not run it without lubrication, since it is supplied with oil at the factory sufficient to last for years. This oil does not disintegrate or lose its lubricating properties because:

1. The heat generated within the casing does not rise above 150 degrees F. which is not sufficient to cause it to break down.
2. The unit is hermetically sealed, thereby keeping out dust, oxygen, and other foreign matter which would contaminate it.

The most common example of lubrication in the public mind is that of automobile motors in which the heat in the combustion chamber rises as high as 2000 degrees F. and actually burns up the oil. Neither is there any positive means for preventing dust from entering the combustion chamber and for this reason the oil loses its lubricating properties in a very short time. There is a great deal of confusion over this question of lubrication and it merits careful and intelligent explanation.

Q. Can the refrigerating unit be located any place other than on top of the refrigerator cabinet?

A. The General Electric Company could build a refrigerating machine to be placed either in the bottom of the refrigerating cabinet or at some other remote location if it cared to do so, but experience has shown that such units require too much servicing to be satisfactory. By placing the unit on top of the box we have been able to build a self-contained machine which does not require any pipe connections and which positively prevents moisture from entering the casing. The presence of moisture has been the chief cause of trouble in conventional type refrigerating machines and its positive elimination is the only way of avoiding excessive service charges. People sometimes overlook the fact that a refrigerating machine to be an economical investment should run for a period of at least ten years, which at the present average service cost of \$20.00 worth of service in that period. By building a self-contained hermetically sealed unit and mounting it on top of the refrigerator, the General Electric Company has minimized the liability of service requirements and owners of General Electric machines net an actual saving almost equivalent to the above amount during the same period of operation.

SELLING INFORMATION—Continued

- Q If the location of the icing unit on top of the cabinet is so very desirable, why do not other manufacturers build electric refrigerators that way?
- A. Because our machine is years ahead of the field. The General Electric design makes possible the most efficient machine, from all angles, that is made today.
- Q. Doesn't the machine freeze more ice cubes than the General Electric machine?
- A. Perhaps, but we have provision in our machine for storing ice cubes which is an exclusive feature. If you contemplate using more cubes than the actual capacity of the ice trays, you can store up as many as required in the drip pan under the chilling unit and they will keep until you are ready to use them.
- Q. Does it require any attention to keep it operating?
- A. Absolutely none. The refrigerant and oil **never** require attention or replenishment.
- Q. Will not the unit collect dust and become unsightly?
- A. The heat of the condensing coil causes the adjacent air to rise and counteract the tendency of dust to settle. Furthermore, the surface of the unit is absolutely dry and free from oil or grease so that dust will not adhere to it. If the refrigerator is located adjacent to a stove there will be no danger of grease or oily vapors condensing upon it, since such vapors condense only upon cold surfaces and the surfaces of the unit are always warm.
- Q. The salesman told me I would only have to oil their machine once every six months, so what real advantage would it be to me to have a machine requiring no oiling?
- A. You may neglect to oil the machine and thus cause the burning out of a bearing or some other trouble which it will be very costly to repair and for which the dealers assume no responsibility. We tell you not to oil the General Electric machine and therefore if such trouble were experienced the General Electric Company would obviously be responsible and the damage would be repaired free of charge.
- Q. Can the General Electric machine be installed on my present ice box?
- A. We prefer to furnish and sell the unit and cabinet complete, but if you have a good box we would be pleased to examine it and quote you on the installation.
Note.—The responsibility for the operation of units installed in customer's boxes is assumed by the dealer since the General Electric Company does not have the opportunity to pass upon the quality of the boxes.
- Q. Is the machine as noisy as the others?
- A. No, the elimination of belts and pulleys and the enclosing of all moving parts in a steel case makes possible a very quiet machine. (Prove by demonstration.)

SELLING INFORMATION—Continued

- Q. I do not understand what eliminating the stuffing box and hermetically sealing the mechanism means.
- A. The stuffing box is a gland containing packing through which the compressor shaft is brought out through the casing. Its purpose is to prevent leakage of gas outside or leakage of air inside. However, engineers agree that it is impossible to build a perfectly tight stuffing box and there will always be some leakage. In some machines this leakage necessitates replacing the refrigerant after a short time, and in others where the leakage is in the reverse direction, it allows moisture to enter the machine and thus corrode the metal parts with which it comes in contact. Good stuffing boxes have been developed but all of them are, in a sense, imperfect. Their use will ultimately cause trouble to develop. The only way to avoid this trouble is to eliminate the stuffing box which has been done in the General Electric machine. Hermetically sealing the machine means that all moving parts are sealed inside a gas tight case, through which it is impossible for leakage to take place. This is an important General Electric feature.
- Q. If the General Electric machine will do what you say, why do you not guarantee it indefinitely?
- A. Guarantees for any period are worth no more than the reputation of the Company that makes them, and in many cases they are not worth the paper they are written on. The General Electric Company is the largest electrical manufacturing organization in the world and depends on public good will for the maintenance of their position in industry. In giving a written guarantee on the refrigerator for two years they are offering a broader guarantee than any other manufacturer and are completely protecting the purchaser because vital defects, if there are any, will show up in that time. However, if after this period has expired, a defect is discovered for which the General Electric Company is obviously responsible, a fair adjustment will be made.
- Q. How much does it cost to operate?
- A. The average current consumption will be 1 KW hours per day, which multiplied by the rate per KW hour will give the cost of operation. A good way of expressing this is to draw a contrast between the cost of ice and electricity by saying that the machine in doing the same refrigerating work that 100 pounds of ice does, consumes 6 KW hours. One hundred pounds of ice costs approximately 60 cents, while the average cost of electricity will be one-third of this.
- Q. Is there provision for freezing sherbets, mousses, and other frozen desserts in your machine?
- A. Yes, the dividers in the trays may be removed and the desserts can then be frozen in the same manner as ice cubes would be made. The time required for this will vary depending on the ingredients but will average from three to four hours.
- Q. Why do I have to defrost the freezing chamber?
- A. Continued opening and closing the doors of the refrigerator allows the cold air to spill out and be replaced by warm air containing a certain percentage of moisture. This moisture is deposited on the cold surface of the freezing chamber in the form of frost, which has certain insulating characteristics that decrease the efficiency of the machine. In other words, the machine will absorb more heat with less power consumption when the surface of the freezing chamber is free from frost, and therefore the machine should be shut off over night every two or three weeks to allow this frost to melt.

SELLING INFORMATION—Continued

- Q. If we go away for two or three weeks, can the machine be shut off and will it operate satisfactorily when turned on again?
- A. Shutting the machine off for extended periods will not have any detrimental effect on future operation of the machine, because the lubricant is hermetically sealed inside the casing, where oxygen or dust cannot come in contact with it. Therefore it cannot become gummy, and cause the machine to stall.
- Q. What difference does it make whether a refrigerator cabinet has one inch or two inches of insulation?
- A. Insulation is used in refrigerator cabinets to impede the flow of heat from the outside to the inside. We know that if the walls of a house are very thin and poorly constructed that the house is very difficult to heat on cold windy winter days, and the same applies to refrigerator cabinets—in that if there is little or no insulation, the flow of heat to the inside will be so great that it will be impossible to maintain a suitable temperature difference between the outside and inside to secure proper refrigeration. One inch of cork board insulation would allow twice as much heat to pass to the inside of a refrigerator cabinet as would two inches of cork board insulation. Therefore, it would be practically impossible to maintain the same refrigerating temperature. General Electric refrigerator cabinets are liberally insulated with the best known materials.
- Q. How can you use one-eighth horse power motor?
- A. Because the advanced General Electric design equalizes the pressure on both sides of the compressor when the compressor stops. Consequently, we eliminate high starting torque, and secure high efficiency from the motor.

Selling Apartment Buildings

The original method of providing refrigeration in apartment houses was the central brine system—the brine being circulated through the apartments by means of pipes.

However, this method has been superseded by the installing of individual units. The reasons follow:

1. **Better Refrigeration.** Each unit functions separately and can carry a special adjustment to suit the renter.
2. **Cheaper.** Most cities require that the large central brine system be attended constantly by a licensed refrigerator engineer. This expense is not necessary with the fully automatic individual unit. This high cost of operation must be borne by the apartment house and cannot be pro-rated to individual meters as in the case with single units. In the latter case the cost of operation is borne by the tenants on their meters. Repairs to the circulating brine systems are very expensive, because the piping is in the walls and inaccessible. The central plant must be recharged regularly. The individual unit does not require this.
3. **More Satisfactory to Tenants.** In the event of mechanical injury to the central brine system, the entire apartment is without refrigeration, until the necessary repairs and tests have been made.

The "General Electric" is ideal for apartment buildings, because of its many features. A special quantity discount is provided for their market.

SELLING INFORMATION--Continued

Guarantee

The "General Electric" Refrigerator is guaranteed for *two* years, against defective materials or faulty workmanship. A warranty is sent to each user who returns to the General Electric Company, Hanna Building, Cleveland, Ohio, the card, properly filled out, which is attached to each machine for the purpose. The guarantee reads as follows:

WARRANTY

We warrant each new General Electric icing unit manufactured by us to be free from defects in material or workmanship under normal use and service, our obligation under this warranty being limited to replacing any General Electric icing unit which proves thus defective within two years from delivery, to the original purchaser of the refrigerator equipped with such unit, and which our examination shall disclose to our satisfaction to be thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume, nor authorize any other person to assume for us, other liability in connection with the sale of our icing units.

This warranty will not apply to any icing unit which has been subject to accident, abuse, or misuse.

Electric Refrigeration Dept.,

Date.....

GENERAL ELECTRIC COMPANY

(Seal)

General Selling Ideas

The following suggestions will stimulate and increase sales.

1. Prize contests among housewives for the best papers on "Electric Refrigeration," "The Proper Preservation of Food," or "Why I Prefer the 'General Electric' Refrigerator."
2. Offer satisfied customers a small commission or gift for leads which result in sales.
3. Secure the privilege of making demonstrations of the "General Electric" Refrigerator before Women's Clubs, domestic science schools, etc., or of lecturing before them on the subject of electric refrigeration.
4. Run a special exhibit in your store, sending out personal letters to your best prospects. Have a good salesman or a woman demonstrator present to answer questions on electric refrigeration, the proper preservation of food, and the features of the "General Electric" Refrigerator.
5. Make a list of the best prospects and send them a series of letters of an informative nature on food preservation and why electric refrigeration is best for this purpose. Do not attempt to sell the "General Electric" Refrigerator in these letters, but in the last one invite the prospect to your showroom, emphasizing that he or she will be under absolutely no obligation to buy. The advertising staff of the Electric Refrigeration Department will gladly help in the preparation of these.
6. Offer your own employees, outside of those actively engaged in selling refrigeration, a bonus for all leads resulting in sales. This will interest your whole organization in the work, and many good prospects will be discovered.

Part Payment Plan

Arrangements have been made whereby the "General Electric" can be sold on the time payment plan. Ask your employer to explain his method in detail, so that you will be able to answer all questions on this phase.

Installation

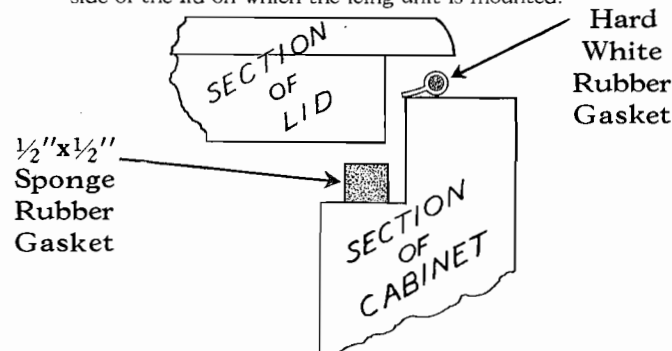
Installation

The "General Electric" Refrigerator is installed in two sections—the cabinet and the General Electric icing unit. The cabinet is first placed in the desired location, and the icing unit is then placed in position with the aid of the lifter.

There are cases where the customer wishes the *complete* refrigerator delivered, and in these situations the sections can be combined in the store—and the refrigerator delivered ready for operation.

INSTRUCTIONS FOR INSTALLATION OF GENERAL ELECTRIC REFRIGERATORS

1. Uncrate cabinet, inspect interior making sure that the porcelain lining is not damaged. Remove food racks and castors from underneath the cabinet.
2. By tilting cabinet, insert the castors, which are tied to the foodracks, in receptacles in bottom of cabinet. Then place cabinet in desired location.
3. Install food racks in cabinet placing rack with off set on top set of supports so that the lower end is toward right.
4. Open box of accessories and remove the two sets of rubber gaskets.
5. **Uncrate icing unit as follows:**
 - (a) Place crate containing unit on platform of portable crane.
 - (b) Remove the two boards from top of crate stenciled "THIS END UP."
 - (c) Remove nails (using nail puller which should be part of the service man's equipment) from the two center boards, place rope sling under each end and raise machine out of crate carefully.
 - (d) Remove board from under evaporator which is held in place by two large rods.
 - (e) Place gaskets in position. There are two different sized gaskets to be used. The four pieces, $\frac{1}{2}'' \times \frac{1}{2}''$, should be placed on ledge inside of box top opening and the other four pieces of hard rubber are to be used as follows: Remove the linen coating from one side of the gaskets and lay along the underside of the lid on which the icing unit is mounted.



Cut Showing Attachment of Gaskets

INSTALLATION—Continued

- (f) The cabinet is now ready to receive the icing unit. Place unit which is carried on portable crane directly over the opening in the cabinet with evaporator to right and lower until the lid rests on top of cabinet. Make sure all gaskets are in position and that the machine is in the center of the box top opening.

See Photo No. 444603

See Photo No. 444602

6. Now that the icing unit is in place, the accessories should be removed from the container.

These are as follows:

Four pieces sponge rubber.

Four pieces hard white rubber.

One flexible attaching cord.

*One deep freezing pan and dividers.

*One shallow freezing pan and dividers.

*One cast iron support for freezing pans.

*One glass drip pan.

*Note:—For DR-3 machines there will be two articles.

The gaskets being in position, the remaining accessories should be placed in the cabinet as follows:

(a) Place cast iron support in bottom of evaporator.

(b) Place divider in freezing pans.

(c) Place deep freezing pan on top of support.

(d) Place shallow freezing pan on bottom of the deep one.

(e) Place glass drip pan on food rack underneath evaporator.

7. Remove cover from control box and inspect for broken parts. If any parts appear to be broken or defective so as to prevent operation, replacement should be made.

8. Make sure switch is in "OFF" position.

9. Plug attaching lead into outlet in back of control and into wall outlet.

10. Throw switch to "ON" position which should start machine.

In view of the fact that the icing unit will operate some hours before proper refrigeration is built up, it is advisable not to place water in the freezing pan until the icing unit has been running about four hours.

When ready to freeze the cubes, instruct the purchaser to spill a little water under the pan support which will reduce the freezing time, then place the deep pan filled with water on top of the support end and then the smaller pan.

If it is desired to hasten the time of freezing ice, it is suggested that one pan be frozen at a time.

The time for freezing cubes is as follows:

Small pan—4 hours.

Deep pan—8 hours.

The next day after installation, the service man should call to see that operation is satisfactory and check box temperatures.

INSTALLATION—Continued

The General Electric machines are built as perfectly as is possible, and are tested and inspected before leaving our factories but the machine may be damaged in shipment or handling, making it necessary to make several adjustments. There should be no servicing required other than to make adjustments on the control and we are giving full information to you regarding all adjustments which it is possible for your service man to make after the installation has been made. If, after trying these, the machine refuses to operate, then a new machine should be drawn from your stock and the Electric Refrigeration Department at Cleveland notified at once, after which you will be given instructions as to the disposition of the defective machine. Attention of all dealers is invited to selection of the place where the machine is to be installed. We do not recommend making an installation in a room or back porch where the temperature may go below freezing nor can any guarantee as to finish durability of cabinet be made if the installation is exposed to the elements.

Service

In case of failure of the General Electric icing unit, the dealer should *immediately* replace it with another unit. The damaged unit should then be sent to the nearest reconditioning shop and a letter should be written to the shop giving details on the cause of complaint, dealer through whom machine was purchased, date of purchase, serial number on unit or cabinet, and all other pertinent information.

There are of course cases where some minor adjustment, on the premises, will remedy the trouble.

Detail instructions on this will be sent to our representative by our Service Department, at a later date.

Complaints

The General Electric Company wishes the "General Electric" Refrigerator to give perfect satisfaction. The distributor should make every effort to create satisfied customers. He will receive every support in this from the General Electric Company. Complaints should receive immediate and individual attention. It should be kept in mind that the complaint, while a small matter in the dealer's eyes, is often a very large matter in the eyes of the owner.

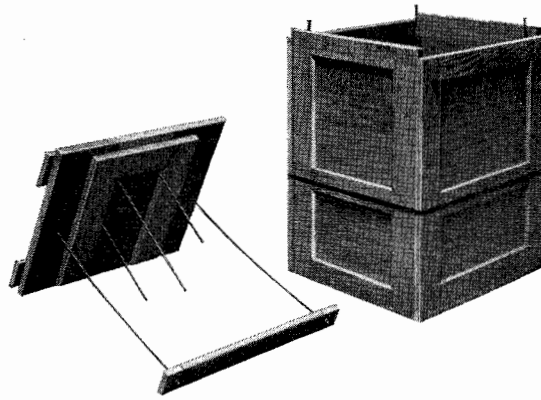
REMOTE INSTALLATION

For the present, the "General Electric" Refrigerator will only be sold as a complete refrigerator, but at a later date it is possible that both the small and large refrigerating units will be available, for installation in ice boxes.

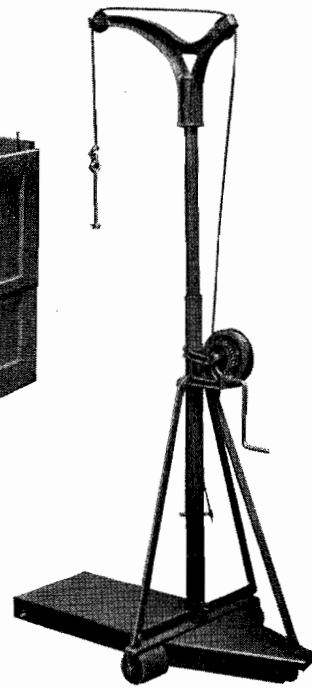
In remote installation, our regular guarantee will not be given, as we have no control over the method of installment. Such installations, however, should give as good service as any made by our competitors as the G. E. unit has no exposed working parts or stuffing boxes to leak. The handicap, of course, of all remote installations is the chance of moisture getting into the pipes and causing corrosion.

INSTALLATION—*Continued*

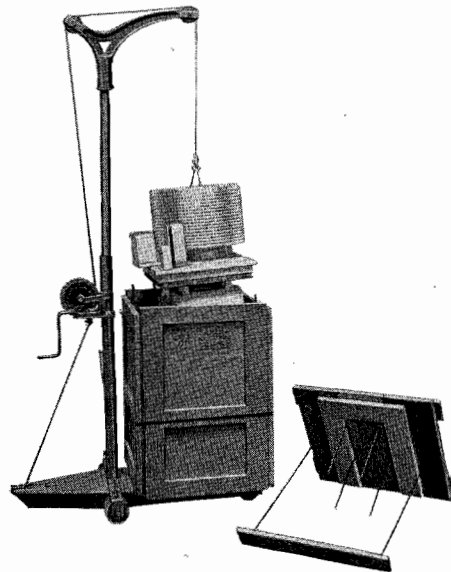
There are a few, if any, ice boxes in use anywhere which can be adapted to electric refrigeration. Made to accommodate ice they cannot operate efficiently as part of an electrical device. Installing an electrical unit in an old ice box is like attaching a gasoline motor to a buggy, instead of buying a new automobile. For these reasons and because the remote installation of any machine requires plumbing, with the consequent hazard of leaks and need of service, the General Electric Company offers its refrigerator only as a complete outfit—the icing unit and the specially constructed cabinet.



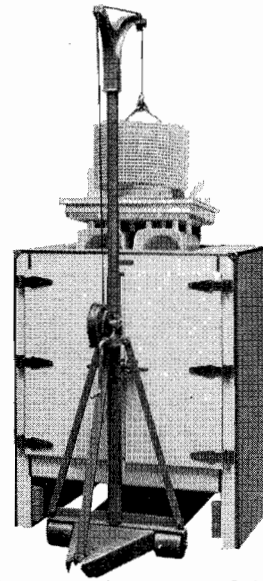
Crate for DR3 Icing Unit



Lifter for the Installation
of Icing Units



Lifting DR3 Icing Unit out of crate



Installing DR3 Unit in 9 Cubic
Foot Cabinet

Technical Data

The following information is only given for the purpose of enabling men to answer questions. Great care should be taken in its use. It should not be the foundation of lengthy talks to prospects.

There are many terms used in refrigeration. Some of these follow:

(a) Terms Used in Refrigeration

Heat Unit

A heat unit is a standard of measurement to express the capacity of a given weight of any body to absorb and retain heat or energy under a given increase of sensible heat or temperature. As water has a greater heat capacity than almost any other known body, its properties have been adopted as a standard.

British Thermal Unit

A British thermal unit (b.t.u.) is the quantity of heat required to raise the temperature of one pound of pure water to one degree Fahrenheit at or near its temperature of maximum density, 39.1 degrees F. For practical purposes it may be considered as the heat required to raise the temperature of one pound of water one degree Fahrenheit.

Sensible Heat

Sensible heat is the heat that may be felt by the hand or measured with a thermometer.

Latent Heat

Latent heat is the amount of heat that must be supplied to any body to change it from a solid to a liquid, or to change it from a liquid to a gaseous state. This heat separates the molecules of the substance and cannot be measured by a thermometer. Every substance has a latent heat of fusion, required to convert it from a solid to a liquid, and a latent heat of vaporization, required to convert it from a liquid to a gas or vapor. Experiments have shown that it requires 144 b.t.u. to melt one pound of ice at 32 degrees F. into one pound of water at 32 degrees F.; thus we have 144 b.t.u. as the latent heat of fusion of ice.

If heat is applied to one pound of water at 212 degrees F. the water will remain at this temperature under atmospheric pressure until all of it has been evaporated into steam at 212 degrees F. This has been found to require 970.4 b.t.u.; therefore, the latent heat of vaporization of steam at atmospheric pressure is said to be 970.4 b.t.u.

Specific Heat

The specific heat of a substance is the ability of that substance to absorb heat compared to water. Water having a very large heat capacity is taken as the standard. One pound of water required one b.t.u. to raise its temperature one degree F. One pound of cast iron requires only 0.13 b.t.u. Therefore, the specific heat of cast iron is 0.13. The specific heat of ice is 0.504; of air, 0.240, of anhydrous ammonia, 1.10. The specific heat of materials usually stored in a refrigerator averages about 0.80, which is high, due to large moisture content.

TECHNICAL DATA—Continued

Refrigeration

Refrigeration is a term used to describe cold produced, or rather heat removed. It is measured by the latent heat of fusion of ice. The capacity of a machine in tons of "ice melting" or "refrigeration" does not mean that the machine would make that amount of ice, but that the cold produced is equivalent to the melting of the given weight of ice at 32 degrees F. into water at the same temperature.

One ton refrigeration is equal to 144x2,000 or 288,000 b.t.u. cooling effect per 24 hours, or 12,000 b.t.u. per hour or 200 b.t.u. per minute.

Absolute Pressure

Absolute pressure is the pressure reckoned from a vacuum. Gauges in common use generally indicate the pressure, in pounds per square inch, above atmospheric; this reading is called gauge pressure. To convert pressure to absolute pressure, 14.7 pounds, the weight per square inch of air pressure at sea level, must be added to the gauge reading.

Absolute Zero

Absolute zero is the point at which the molecules of a substance lose all motion; in other words, the temperature at which there is an absence of all heat.

This temperature has not been reached but is assumed by calculation to be 460 degrees below 0 degrees F.

Mechanical Equivalent of Heat

The mechanical equivalent of heat has been determined by accurate experiment. If the heat energy represented by one b.t.u. be changed into mechanical energy without loss, it would accomplish 778 foot-pounds of work. One horsepower represents 42.416 b.t.u. per minute.

Refrigerating Machine Capacity Rating

In December, 1920, the American Society of Refrigerating Engineers and the American Society of Mechanical Engineers adopted a standard method for rating the capacity of any refrigerating machine which is concisely as follows:

"The capacity of any refrigerating machine shall be expressed in terms of 2,000 pounds of ice melting effect for 24 hours (288,000 b.t.u.) with 5 degrees F. saturation temperature in the suction side and 86 degrees F. saturation temperature at the discharge side."

Heat and Temperature

Heat is a form of molecular energy. All bodies are composed of large numbers of extremely minute particles, known as molecules. These molecules have an attraction for each other, which is greater in solids than in liquids and greater in liquids than in gases. These molecules are in a state of constant vibration, the rate depending upon the temperature, being more rapid at higher temperatures. Absolute zero is supposed to represent the condition of matter where there is no kinetic energy of the molecules, and therefore no temperature. Absolute zero is—460 degrees F., or—273 degrees C.

TECHNICAL DATA—Continued

Heat, being a form of energy, may be converted into electrical, chemical or mechanical energy. The two terms, heat and temperature, are frequently confused. Heat is a measure of quantity. Two pieces of iron may have the same temperature, however if one piece is larger than the other it will contain a larger quantity of heat. A cake of ice may contain more heat than a smaller quantity of boiling water.

Heat is constantly passing from warmer objects to colder ones, just as water always tends to flow down hill. There is no natural process in which heat passes from a colder to a warmer object.

Temperature is a term used to denote the degree of sensible heat of one body compared with another. The room temperature may be designated as 70 degrees—32 degrees or 38 degrees warmer than the temperature of melting ice.

Description of the General Electric Icing Unit

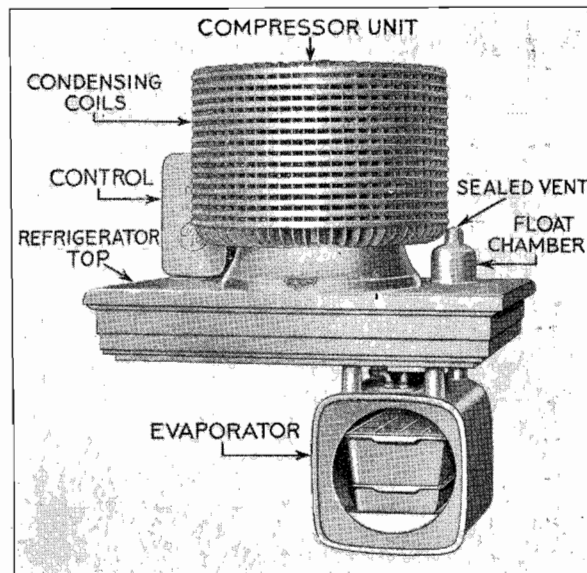
The General Electric Icing Unit is designed to (1) occupy little space; (2) eliminate exposed moving parts; (3) reduce necessity for attention to a minimum; (4) make an interchange of units simple and easy; (5) provide constant refrigerating temperatures automatically, and at a low operating cost; (6) reduce the possibility of gas leaks and other causes of failure to a minimum. The keynote of its construction and operation is simplicity. The keynote of its performance is efficiency.

There are four principal parts to the General Electric Icing Unit, namely: the compressor, the float chamber, the evaporator, (or chilling unit), and the control.

The Compressor

The function of the compressor unit is to compress the gas refrigerant so that it will liquefy on being cooled in the surrounding condenser coil. It consists of an electric motor and a pump with single oscillating cylinder, connected by a case-hardened steel crank shaft. The motor is of the squirrel-cage type having a synchronous speed of 1800 RPM, one-sixth horsepower in the larger icing unit, and one-eighth in the smaller. In standard units it is designed to operate on 50* or 60 cycle AC circuits.

This very simple piece of mechanism is sealed in a drawn steel case, with steel base plate. The joint between the case and the base plate is made thoroughly leak-proof by means of a tongue and groove lead seal.



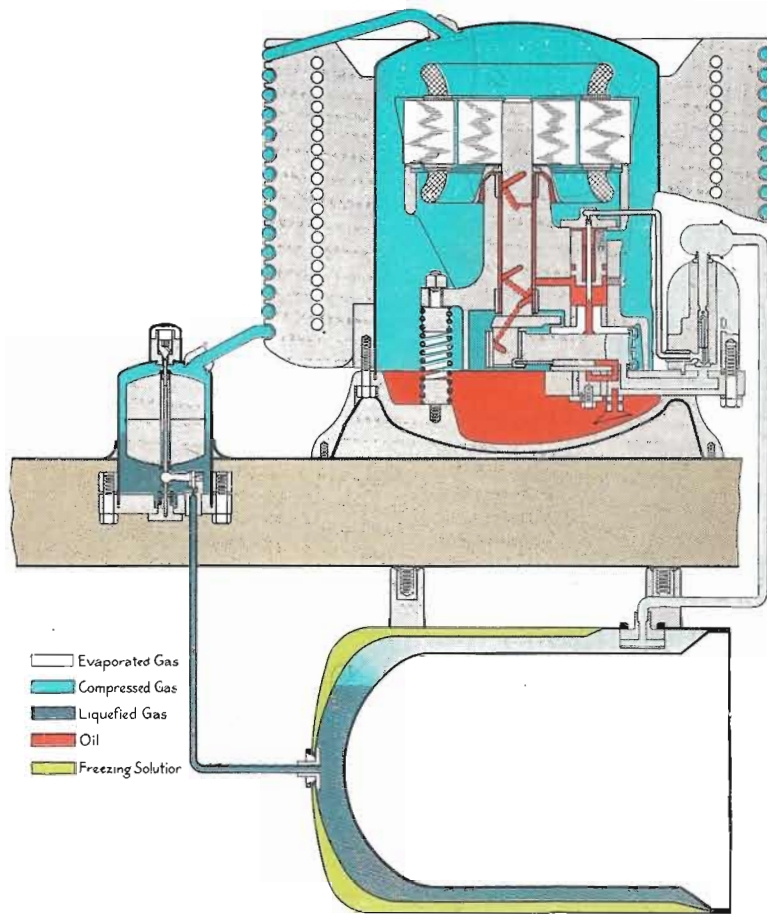


DIAGRAM OF ICING UNIT

DESCRIPTION OF THE GENERAL ELECTRIC ICING UNIT—Continued

In order to dissipate the heat generated by the motor and the heat of compression and latent heat of liquefaction of the gas, sheet steel fins are brazed radially on the outside of the compressor case. These fins are notched at the outer edges, the notches serving the double purpose of supporting the surrounding condenser coil and dissipating the heat from the compressed gas in the coil so that it liquefies. Forced lubrication is obtained by means of a plunger fixed to the bearing end of the piston, which operates on the permanent oil supply in the same manner as the piston operates on the gas. An unloader valve which is held against its seat by oil pressure during the operation of the pump, opens when the motor stops, thereby allowing the gas pressure on the outside and inside of the delivery valve of the cylinder to become equalized through a bypass; this reduces the load under which the motor has to accomplish its next start, and at the same time closes a check valve which prevents high pressure gas from leaking back into the evaporator.

All of the mechanism within the steel case is mounted on a three-point spring suspension for the absorption of motor noises and vibration, thereby rendering the machine unusually quiet. The suction line takes two turns around the pump between the base plate and the intake port of the cylinder, permitting its free movement without danger of breakage.

The Float Chamber

The float chamber is located on the cabinet top to the right of the compressor case. Its function is to accumulate liquefied gas until there is a sufficient quantity to raise the float valve, thereby allowing the liquid to flow into the evaporator as it is needed.

The Evaporator or Chilling Unit

The evaporator or chilling unit is located on the under side of the cabinet cover as an integral part of the whole icing unit. Its function is to refrigerate the cabinet. It is made of three drawn steel shells nested together and welded at their open ends. The inner and intermediate shells are of circular cross-section, and the outer shell of nearly square cross-section. Two separate compartments are thereby created, the outer of which contains a freezing mixture, and the inner the liquefied gas under low pressure evaporation.

*NOTE—The standard DR-2 machine can be used on 50 cycle circuits, but the DR-3 machine will either require an auto transformer to reduce the voltage or must have a special capacitor unit for 50 cycles.

Due to its high latent heat of fusion, (or heat necessary to convert a substance from solid to liquid form without changing its temperature), the freezing mixture is able to store up a large amount of heat absorption capacity in proportion to the amount of space it occupies. This tends to decrease the number of operating periods, thus reducing the number of motor starts which impose the greatest burden on the machine.

The liquid refrigerant is admitted from the float chamber to the evaporating chamber of the chilling unit, where it evaporates, absorbing heat from the freezing mixture and causing it to solidify. The freezing mixture absorbs heat from the interior of the cabinet, thus cooling the food storage space.

DESCRIPTION OF THE GENERAL ELECTRIC ICING UNIT—Continued

The recess in the evaporator is provided with an ice tray support and two ice trays, one shallow for the quick freezing of a small supply of ice cubes, and the other deep for the freezing of a large supply of ice, or for use in making frozen desserts. On the back of the evaporator is a lug for holding a thermometer so that temperatures may be taken for the adjustment of the automatic temperature control. The larger unit is provided with two evaporators, the smaller unit with one.

The Control

The parts of the control are located in a box to the left of the compressor on the cabinet top. These parts perform three functions, (1) start and stop the motor in response to temperature changes in the evaporator; (2) shut off the current in case of overload to prevent damage to the motor; (3) provide starting torque for the motor.

Temperature control is accomplished by a siphon bellows to which is attached a copper tube, the end of which is fastened to the back of the evaporator. This device contains a supply of sulphur dioxide gas, the same as is used for refrigerant in the machine proper. Increases in the temperature of the evaporator cause the sulphur dioxide to evaporate, and the vapor pressure actuates a switch which starts the motor; conversely a decrease in temperature causes a reduction in pressure which cuts off the current. A thumb-screw is provided for increasing or decreasing the tension on a spring for the proper adjustment of the temperature control.

Prevention of damage from overload is accomplished by an inverse time limit overload trip, by means of which any excessive current will open the circuit.

The control also includes a relay by means of which both starting and running windings of the motor are connected when the current is thrown on, in order to secure starting torque.

In the case of the smaller unit, a resistance located in the control box is in circuit with the starting winding; in the larger unit, one point of a capacitor is in circuit with the starting winding. When the motor has come up to speed, the starting winding is connected to another point on the capacitor unit and thereafter the motor runs approximately as a polyphase motor.

The capacitor on the larger unit is located behind the compressor unit on the cabinet cover, and serves the purpose of increasing the power factor and decreasing the starting and running current.

All of the described parts are assembled as one integral unit on the cabinet cover. Installation consists only of placing the icing unit in position on the top of the cabinet, no pipe connections or other plumbing work having to be done on the customer's premises or at the dealer's place of business.

Cycle of Operation of the General Electric Icing Unit

As the motor starts, oil pressure is built up, closing the unloader valve, which by opening a bypass between the outer and inner sides of the cylinder discharge valve permits the motor to start under light load.

DESCRIPTION OF THE GENERAL ELECTRIC ICING UNIT—Continued

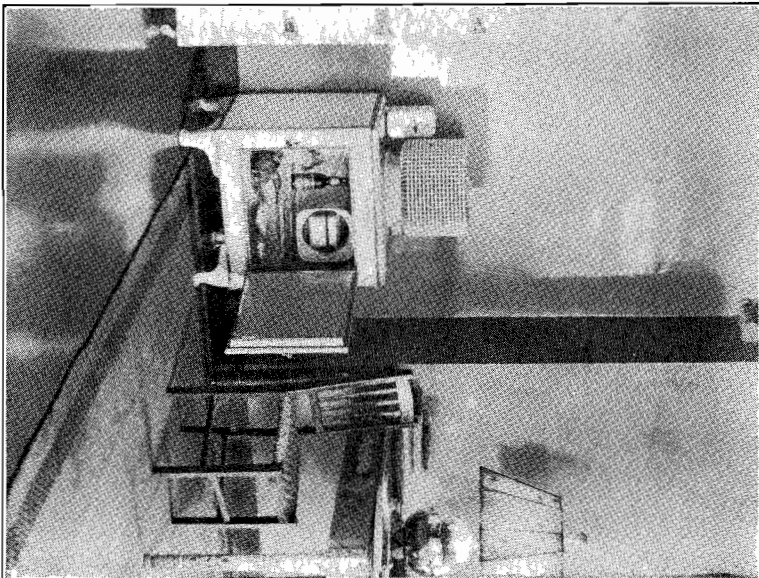
The piston draws evaporated gas through the evaporated gas line and a check valve which prevents its return to the evaporator. The piston, on its outward stroke, compresses the charge of gas and drives it into the compressor case through a discharge valve at the end of the cylinder. Compressed gas flows out of the top of the compressor case into the condenser coil which surrounds the outside of the case. Here the heat of liquefaction is removed from the gas, which still being under heavy pressure, condenses, and flows into the float chamber.

When a sufficient quantity of condensed (liquefied) gas has accumulated to raise the float, the float valve opens, permitting a quantity of the liquid to flow into the evaporating chamber of the evaporator. Here, due to low pressure maintained by the suction end of the compressor through the evaporated gas line, the liquid evaporates and returns to gaseous form, and is again compressed by the pump.

The evaporating chamber of the chilling unit is surrounded by another chamber containing a freezing mixture, which freezes during the evaporating of the liquid refrigerant. During the periods when the pump is idle, the melting of this freezing mixture absorbs heat from the surrounding air within the cabinet, thus cooling it.

When the temperature (read by a thermometer inserted in the control clip on the back of the evaporator) has risen to approximately 23 degrees Fahrenheit, the thermostatic control throws a switch starting the motor. Conversely, when the evaporator cools to 13 degrees Fahrenheit, the thermostat opens the switch, stopping the operation of the motor.

When the motor stops the oil plunger as well as the piston stops operation, and the oil pressure falls, allowing the unloader valve to open the bypass, which equalizes the pressure on both sides of the discharge valve, so that the motor may start under light load the next time.



SPECIFICATIONS

Model S-3-2

Food storage capacity $2\frac{1}{2}$ cu. ft.

Food shelf area $5\frac{1}{2}$ sq. ft.

Number of trays—2.

Ice making—56 cubes—approximately 7 lbs.

Exterior dimensions—height over all 40" (with-out legs)—width over hardware 27"—depth $20\frac{1}{4}$ ".

Cabinet—White Enamel interior, lacquer exterior finish on steel.

Insulation— $\frac{1}{2}$ " sheet corkboard.

Number of doors—One.

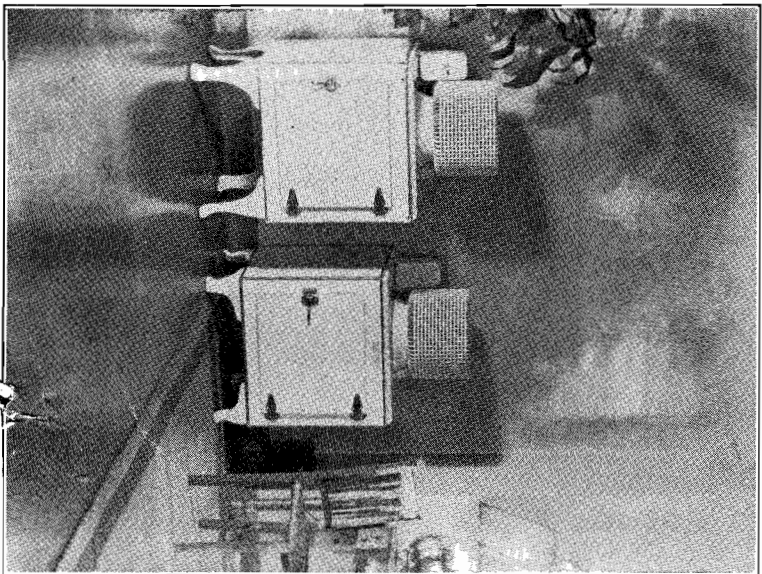
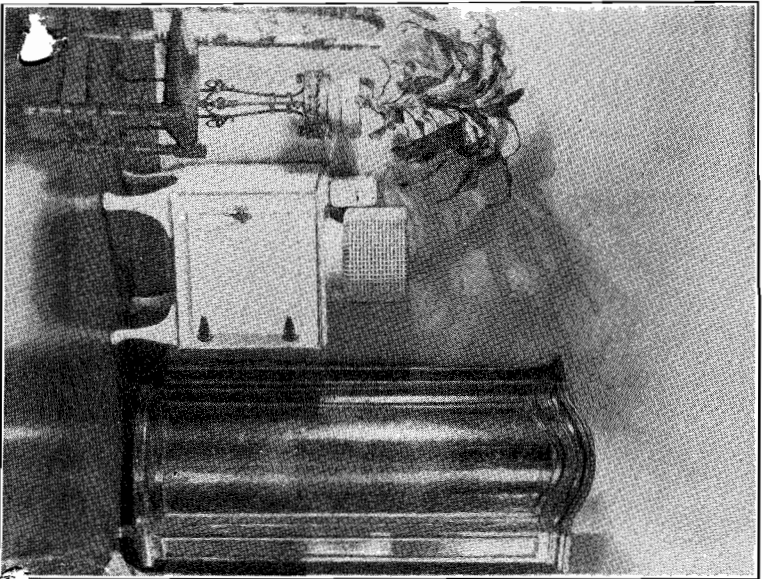
Base construction—detachable legs which may be had either 6" high or $11\frac{3}{8}$ ".

List price \$230.00—(f. o. b. factory at Buffalo). The discount is the same as on the S-5-2 special leader.

Either the 6" or $11\frac{3}{8}$ " sets of lacquered legs will be furnished as an accessory at an additional cost of \$2.50 per set, if specified on your order.

245

ELECTRIC REFRIGERATION DEPARTMENT of GENERAL ELECTRIC CO.



Schedule of Prices

On Complete
General Electric Refrigerators

THE CORRELL REFRIGERATING CO.

INCORPORATED

502 Cincinnati Terminal Warehouse, Cincinnati, Ohio
PHONE MAIN 3581

(Prices Subject to Change Without Notice)

NO.	DESCRIPTION	PRICE DELIVERED AND INSTALLED
S- 5-2	Lacquer Exterior and Enamel Interior.....	\$275.00
R- 5-2	Lacquer Exterior and Porcelain Interior	310.00
P- 5-2	Porcelain Exterior and Interior	345.00
R- 7-2	Lacquer Exterior and Porcelain Interior	380.00
P- 7-2	Porcelain Exterior and Interior.....	425.00
R- 9-3	Lacquer Exterior and Porcelain Interior	495.00
P- 9-3	Porcelain Exterior and Interior.....	540.00
P-12-3	Porcelain Exterior and Interior.....	590.00
P-16-3	Porcelain Exterior and Interior.....	660.00

NB: D.C. equipment \$10.00 net additional on any
of above models.

F. O. B. CINCINNATI, OHIO

L I S T O F U S E R S

AVONDALE

L. W. Scott Alter
1309 Paddock Hill
P-93

Millard F. Shelt
721 Betula Ave.
P-163

Frank J. Ballman
712 Avon Fields Lane
P-93

Ben Statman
3594 VanAntwerp Ave.
P-93

Erwin G. Deye
15 E. Mitchell Ave.
R-72

Mable C. Stone
3916 Warwick Ave.
S-52

E. Frankenstein
803 Mitchell Ave.
P-52

Sidney G. Stricker
421 Forest Avenue
P-163

D. B. Gauss
739 Avon Fields Lane
P-72

Meyer Albert
309 W. Rockdale Ave.
P-163

M. L. Henderson
690 Clinton Springs Ave.
R-52

A. Otis Graeser
734 Avon Fields Lane
R-52

E. R. Meiss
690 S. Crescent Ave.
R-93

John H. Menke
127 Victory Parkway
P-52

J. F. Monroe
763 Ridgeway Ave.
R-52

Dr. Raymond Rogers
353 Elland Circle
P-52

Henry Rollman
Alaska Avenue
P-123

BILLS PAYABLE AT 27 WEST MARKET STREET

OFFICE HOURS: From 8 A. M. to 5:30 P. M.

EDISON LIGHT & POWER CO.
IN ACCOUNT WITH

York, Pa., February 10, 1928

MR. H. H. ROSSER

605 W. MARKET ST.,

13732

YORK, PA.

FOR ELECTRIC SERVICE from January to February Statement of Meter

(Meters normally are read between the 5th and 10th of the month)

METER READINGS		DIFFERENCE	Multiply by Constant	TOTAL Kilo Watt Hours	
PRESENT	LAST				
4675	4632	43			\$ 315
Amount due if paid on or before February 20th, 1928					\$ 299
This Bill is due and payable on presentation. If this bill is not for the minimum charge, and is paid on or before February 20th, 1928, 5% cash discount will be allowed. This discount is made for the express purpose of inducing prompt payment and no such discount will be allowed upon bills in arrears or under any other circumstances under which is included failure to receive bill, except as otherwise provided. To obtain this discount, payments sent by mail must be post marked on or before February 20th, 1928.				Bill previously rendered	
				Amount due on	
				Amount due on	
				(Resale account)	
				TOTAL	

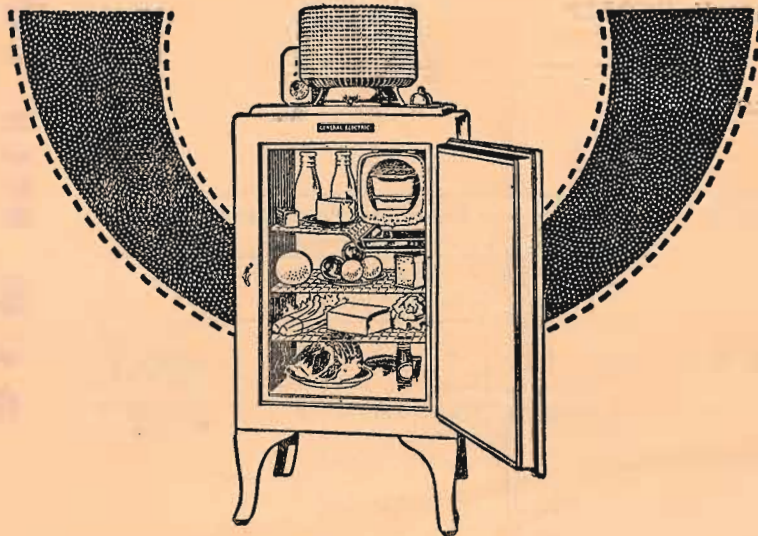
THIS BILL IS NET AS RENDERED

RECEIPT WILL BE MAILED ONLY ON REQUEST

The Cash Register Impression hereon is an acknowledgment
by the Edison Light & Power Company of a payment of the amount shown.

11-02.99 A-0198 FEB 18-28

GENERAL ELECTRIC REFRIGERATORS

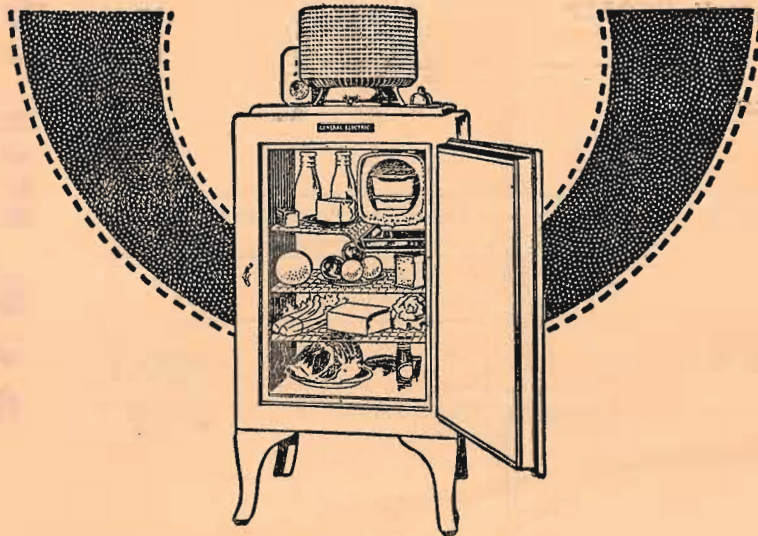


15
MONTHS
TO
PAY

See the
G. E.
Before You Buy

NO BELTS, PIPES, DRAINS OR ATTACHMENTS.
NEVER NEEDS OILING OR ATTENTION.
VERY ECONOMICAL—USES VERY LITTLE CURRENT.
UNUSUALLY *QUIET* IN OPERATION.

GENERAL ELECTRIC REFRIGERATORS



15
MONTHS
TO
PAY

See the
G. E.
Before You Buy

NO BELTS, PIPES, DRAINS OR ATTACHMENTS.
NEVER NEEDS OILING OR ATTENTION.
VERY ECONOMICAL—USES VERY LITTLE CURRENT.
UNUSUALLY *QUIET* IN OPERATION.

The Hospital and Refrigeration "On Wheels"

